



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Community Services Group

J.2.

5/9/2023

Subject:

Approval, Re: Funding recommendations for listed FY 2023-24 Cycle 1 Sports Grant Applications and Approval, Re: Move \$12,000 for NKF Rich Salick Surf Festival from FY 2022-23 to FY 2023-24.

Fiscal Impact:

FY 2023-24: \$101,625.00 for Cycle 1 Sports Grants and Carry Forward of \$12,000 from FY 2022-23 for NKF Rich Salick Surf Festival, Marketing Fund #1441/293050.

Dept/Office:

Tourism Development Office

Requested Action:

It is requested that the Board of County Commissioners approve funding the following FY 2023-24 Cycle 1 Sports Grant applications:

1. Columbia Classic Collegiate Golf Tournament (2/9/2024 - 2/12/2024) \$5,000.00
2. Men's Senior Baseball League Holiday Classic (3/15/2024 - 3/18/2024) \$11,500.00
3. Space Coast Showdown Robotics (10/7/2023) \$3,750.00
4. Red Bull Foam Wreckers Surf Contest (11/4/2023) \$3,000.00
5. ACS Gateway to Space Race (3/2/2024) \$3,375.00
6. Florida Marathon Weekend (2/10/2024 - 2/11/2024) \$20,000.00
7. Beach 'n Boards Festival (3/6/2024 - 3/10/2024) \$20,000.00
8. Cocoa Beach Half Marathon (10/22/2023) \$18,000.00
9. Moon Golf Invitational (2/18/2024 - 2/20/2024) \$7,000.00
10. Softball Magazine Spring Training (3/6/2024 - 3/9/2024) \$5,000.00
11. Softball Magazine Senior Softball Camp (11/13/2023 - 11/16/2023) \$5,000.00

Further, based on the facts specified, by approving this agenda item, the Board will make the legislative finding that Tourist Development Tax funds are authorized for sporting grants pursuant to Section 125.0104(5)(a)3., Florida Statutes, and Section 102-119(3)a, (5)a, and (6)a. of the Brevard County Code of Ordinances. Each of the tourist-oriented sporting and special events have as one of its main purposes the attraction of tourists, and the entity and the Space Coast Office of Tourism both intend to ensure marketing and promotion of these events to tourists.

Additionally, request authority for the Director, Tourism Development Office, to negotiate and sign all necessary agreements and related documents upon County Attorney's Office, Risk Management and Central Services approval and authorized the County Manager to execute necessary budget change requests.

It is further requested the Board of County Commissioners approve moving \$12,000 for NKF Rich Salick Surf Festival from FY 2022-23 to FY 2023-24. The NKF Rich Salick Surf Festival has changed its dates from September 2-4, 2023 to October 7-9, 2023; citing volunteer availability, weather, fewer competing events and accommodations as factors for the change.

Summary Explanation and Background:

The Sport Events Grant Program is to provide reimbursement grants to sports-related organizations to support and enhance athletic events seeking financial assistance for events held on Florida's Space Coast. The grants are administered by the Sports Committee of the Tourist Development Council. The goal of the grant program is to assist the County in attracting and growing high quality sporting events that generate significant economic impact through the attraction of out-of-county participants, related room nights and spending in the local economy. Reimbursement grants up to \$20,000 are available to support events that benefit sports tourism on the Florida's Space Coast. Qualifying grants are also subject to partial reimbursement to the TDO from the Florida Sports Foundation.

The Sports Committee at their April 13, 2023 meeting and the Tourist Development Council at their April 26, 2023 meeting, voted unanimously to recommended the Board approve the FY 2023-24 Cycle 1 Sports Event Grant Applications, as well as make the necessary legislative findings.

The Sports Committee at their March 28, 2023 meeting and the Tourist Development Council at their April 26, 2023 meeting, voted unanimously to recommend the Board approve moving \$12,000 for NKF Rich Salick Surf Festival from FY 2022-23 to FY 2023-24.

Clerk to the Board Instructions:

Please return a memo of the Board's action to the Tourism Development Office and CAO.



Kimberly Powell, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001
Fax: (321) 264-6972
Kimberly.Powell@brevardclerk.us

May 10, 2023

MEMORANDUM

TO: Peter Cranis, Tourism Development Office Director

RE: Item J.2., Funding Recommendations for Listed FY 2023-24 Cycle 1 Sports Grant Applications and Approval to Move \$12,000 for NKF Rich Salick Surf Festival from FY 2022-23 to FY 2023-24

The Board of County Commissioners, in regular session on May 9, 2023, approved funding for the following FY 2023-24 Cycle 1 Sports Grant applications:

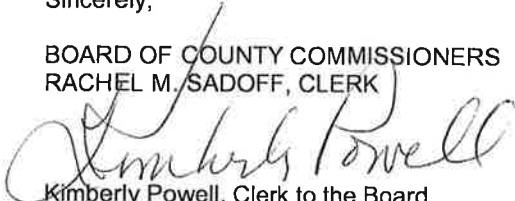
1. Columbia Classic Collegiate Golf Tournament (2/9/2024-2/12/2024) \$5,000.00
2. Men's Senior Baseball League Holiday Classic (3/15/2024-3/18/2024) \$11,500.00
3. Space Coast Showdown Robotics (10/7/2023) \$3,750.00
4. Red Bull Foam Wreckers Surf Contest (11/4/2023) \$3,000.00
5. ACS Gateway to Space Race (3/2/2024) \$3,375.00
6. Florida Marathon Weekend (2/10/2024-2/11/2024) \$20,000.00
7. Beach 'n Boards Festival (3/6/2024-3/10/2024) \$20,000.00
8. Cocoa Beach Half Marathon (10/22/2023) \$18,000.00
9. Moon Golf Invitational (2/18/2024-2/20/2024) \$7,000.00
10. Softball Magazine Spring Training (3/6/2024-3/9/2024) \$5,000.00
11. Softball Magazine Senior Softball Camp (11/13/2023-11/16/2023) \$5,000.00

Further, based on the facts specified, by approving this Agenda Item, the Board made the legislative finding that the Tourist Development Tax (TDT) funds are authorized for sporting grants pursuant to Section 125.0104(5)(a)3, Florida Statutes, and Section 102-119(3)a, (5)a, and (6)a of the Brevard County Code of Ordinances, and each of the tourist-oriented sporting and special events have as one of its main purposes the attraction of tourists, and the entity and the Space Coast Office of Tourism both intend to ensure marketing and promotion of these events to tourists; authorized you to negotiate and sign all necessary agreements and related documents upon County Attorney's Office, Risk Management, and Central Services approval; authorized the County Manager to execute necessary Budget Change Requests; and approved moving \$12,000 for NKF Rich Salick Surf Festival from FY 2022-23 to FY 2023-24, and the NKF Rich Salick Surf Festival has changed its dates from September 2-4, 2023, to October 7-9, 2023, citing volunteer availability, weather, fewer competing events, and accommodations as factors for the change.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK


Kimberly Powell, Clerk to the Board

/tr

cc: County Attorney
Finance
Budget

FY23-24 Sports Grant Cycle #1 Scoring

	1-1 Columbia Classic	1-2 MSBL Holiday Classic	1-3 Space Coast Showdown Robotics	1-4 Red Bull Foam Wreckers	1-5 ACS Gateway to Space Race	1-6 Florida Marathon Weekend	1-7 Beach 'n Boards Fest	1-8 Cocoa Beach Half Marathon	1-9 Moon Golf Invitational	1-10 Softball Magazine Spring Training	1-11 Softball Magazine Senior Softball Camp
Christy Galzerano	94	77	70	79	71	89	80	80	91	84	84
Connie Denabacher											
Jake Hornbacher	77	77	75	68	78	86	84	79	74	79	79
Jerry McGreal	83	80	70	75	81	90	91	84	82	77	78
Lynne Mims	85	82	60	80	82	88	90	85	85	84	82
Chelsea Parker	72	77	80	81	77	82	87	73	88	66	66
Fred Poppe	74	77	72	80	77	81	86	83	79	81	73
Steve Scott	80	74	82	82	81	89	87	87	79	82	76
Jaime Tejeiro	75	73	69	72	70	72	79	74	73	72	70
Score Total	640	617	578	617	617	677	684	645	651	625	608
Average Score	80	77.125	72.25	77.125	77.125	84.625	85.5	80.625	81.375	78.125	76
Trimmed Mean	79.0	77.0	72.7	77.8	77.5	85.8	85.7	80.8	81.2	79.2	76
Award Amount	\$ 5,000.00	\$ 11,500.00	\$ 3,750.00	\$ 3,000.00	\$ 3,375.00	\$ 20,000.00	\$ 20,000.00	\$ 18,000.00	\$ 7,000.00	\$ 5,000.00	\$ 5,000.00

Response ID:2 Data

2. (untitled)

1. Applicant Information-

What is the event title?

2024 Columbia Classic presented by MoonGolf

3. (untitled)

2. Applicant Contact Information-

Organization Name

Columbia University Women's Golf

First Name

Amy

Last Name

Weeks

Job Title

Head Coach

Mailing Address

3030 Broadway

Apt/Suite/Office

MC 1908

City

New York

State

NY

Zip

10027

Country

Email Address

aew2169@columbia.edu

Phone Number

212-854-4529

Mobile Phone

405-269-0897

Website URL

<https://gocolumbialions.com/sports/womens-golf?path=wgolf>

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

4

4. Event Information-

Please indicate your desired first day of the event.....

02/09/2024

5. (untitled)

5. Please describe your event (type of sport, format, qualifying criteria, ages, etc).

NCAA Division 1 women's golf tournament

6. (untitled)

6. Where is the location and name of the facility of your event?

Duran Golf Club

7. Has your location, venue or facility been secured?

Yes

7. Estimated Event Attendance

8. Total Participants (competitors, coaches, trainers, officials, etc...)

How many total participants are expected to attend your event?

Out-of-State Participants : 112

Overnight In-State Participants : 5

Day Trip In-State Participants : 11

9. Total Spectators (fans, family, friends, etc...)

How many total spectators are expected to attend your event?

Out-of-State Spectators : 75

Overnight In-State Spectators : 25

Day Trip In-State Spectators : 25

10. Total Media (Reporters, TV, News Outlets, etc...)

How many total Media are expected to attend your event?

Out-of-State Media : 0

Overnight In-State Media : 0

Day Trip In-State Media : 1

8. (untitled)

11. How much event grant support are you requesting?

5000

12. What is the purpose of the financial support?

Site fees/costs (contract help, etc)

9. (untitled)

13. What is the projected total number of paid room nights for your event?

400

14. Have you secured hotel and/or lodging partners?

Yes

15. Please provide the name(s) and locations of your hotel and/or lodging partners:

Home 2 Suites Melbourne

Fairfield Inn Melbourne

10. (untitled)

16. EVENT HISTORY (REQUIRED)

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

2023_Columbia_Classic_Grant_Packet.docx

11. (untitled)

17. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?

If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.

Yes

12. (untitled)

18.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.

A handwritten signature in black ink, appearing to read 'AEW', with a large, stylized initial 'A' that loops around the 'E'.

Signature of: Amy E Weeks

13. (untitled)

19. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Terrence.Parks@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4)

attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on March 15, 2023, no late arrivals will be accepted.

The below text box may be used to communicate anything that you need to tell us about your application.

14. (untitled)

20. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Attachment_1_Google_Map_of_Duran_Golf_Club_location.png

Attachment_2_2024_Columbia_Classic_Coaches_Packet.docx

Attachment_3_Columbia_Classic_Budget_2024.xlsx

Attachment_4_Columbia_Classic_Markting_ideas.docx

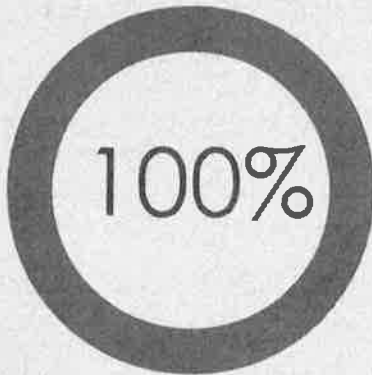
15. Thank You!

New Send Email

Mar 02, 2023 13:01:39 Success: Email Sent to: aew2169@columbia.edu

Columbia Classic 2024 Budget

Percentage of Income Spent



Summary

TOTAL MONTHLY INCOME

\$51,000

TOTAL MONTHLY EXPENSES

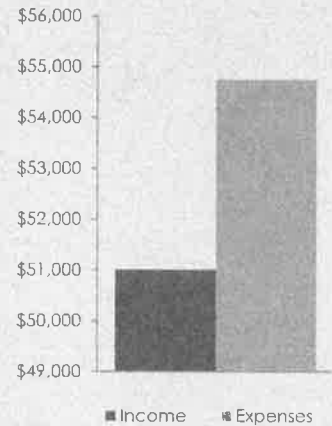
\$54,750

TOTAL MONTHLY SAVINGS

\$0

CASH BALANCE

-\$3,750



Entry Fee Income

ITEM	AMOUNT
Team/ Inay Entry Fees	\$33,000.00
Sponsorships/Donors	\$18,000.00

Tournament Expenses

ITEM	DUE DATE	AMOUNT
Player green fees	[Date]	\$18,000.00
Player Trophies	[Date]	\$700.00
Duran F&B	[Date]	\$24,000.00
water	[Date]	\$500.00
Publix lunch	[Date]	\$0.00
Athletic Trainer	[Date]	\$1,400.00
USGA Officials Fees (3)	[Date]	\$1,250.00
scorecards/office supj	[Date]	\$400.00
Photog/ Tips/Petty Ca	[Date]	\$500.00
	[Date]	\$0.00
Tournament Staff Stipe	[Date]	\$3,000.00
	[Date]	\$0.00
Staff/officials hotel	[Date]	\$5,000.00

Monthly Savings

DATE	AMOUNT
[Date]	\$0.00
[Date]	\$0.00
[Date]	\$0.00

COLUMBIA

GOLF

MOON  GOLF

**the Columbia Classic presented by
Moon Golf**

**February 9, 10-12, 2024
Duran Golf Club
Melbourne, FL**

Tournament Directory

Amy Weeks 405-269-0897
Columbia University Head Coach

Courtney Trimble 407-247-7906
Tournament Coordinator

Emily Maury 216-970-0383
Asst. Tournament Coordinator

Duran Golf Club Pro Shop 321-504-7776

Ruth Pacheco 910-922-1030
Athletic Trainer

Kyle Mattracion 845-416-4372
Columbia University Assoc. Director Athletic Communications

2024 Columbia Classic - Schedule of Events

Thursday, February 8th

Teams Arrive

Tournament Gift Shopping Spree for Teams from MoonGolf – Please sign up in “Sign up Genius”. Link will be sent from Courtney Trimble (times to be announced)

Friday, February 9th

6:30 am	Range Opens
9:00 am	Tournament Registration begins on the back patio of Duran Golf Club
12:00 pm	Shotgun Start Practice Round
5:00 pm	Welcome Buffet Dinner, come and go

Saturday, February 10

6:30 am	Breakfast at Duran Golf Club for players, coaches, officials
6:30 am.-3:30 pm	Athletic Trainer available on back patio of clubhouse
6:30 am	Range Opens
8:00 am	First round off #1 and #10 tee times
12:00pm	Lunch Buffet available for teams immediately following play

Sunday, February 11

6:30 am	Breakfast at Duran Golf Club for players, coaches, officials
6:30 a.m.-3:30 p.m.	Athletic Trainer available on back patio of clubhouse
6:30 am	Range Opens
8:00 am	Second round off #1 and #10 tee times
12:00pm	Lunch Buffet available for teams immediately following play

Monday, February 12

6:30 am	Breakfast at Duran Golf Club for players, coaches, officials
6:30 a.m.-2:00 p.m.	Athletic Trainer available on back patio of clubhouse
6:30 am	Range Opens
8:30 am	Final Round Shotgun Start
1:00pm	Lunch Buffet available for teams immediately following play
	Awards Ceremony immediately following play

Columbia Classic Yardages

The yardages listed below will be the maximum length used for the 2023 Columbia Classic at Duran Golf Club.
Play will be from the Moon Golf logo tee markers.

Yardages are subject to move up if wind and/or other course conditions become a factor on a given hole.

1. 505/472 - 5

2. 390 - 4

3. 339 - 4

4. 149 - 3

5. 375 - 4

6. 379 - 4

7. 172 - 3

8. 368 - 4

9. 490 - 5

Par - 36

Yardage - 3,167

10. 365 - 4

11. 495 - 5

12. 385 - 4

13. 149 - 3

14. 376 - 4

15. 475 - 5

16. 365 - 4

17. 175 - 3

18. 405 - 4

Par - 36 - Total 72

Yardage - 3,190

Total Yardage- 6,357

C O L U M B I A

G O L F

MOON  GOLF

**the Columbia Classic presented by
Moon Golf**

**February 10, 11-13, 2023
Duran Golf Club
Melbourne, FL**

Tournament Directory

Amy Weeks <i>Columbia University Head Coach</i>	405-269-0897
Courtney Trimble <i>Tournament Coordinator</i>	407-247-7906
Emily Maury <i>Asst. Tournament Coordinator</i>	216-970-0383
Duran Golf Club Pro Shop	321-504-7776
TBD <i>Athletic Trainer</i>	
Kyle Mattracion <i>Columbia University Assoc. Director Athletic Communications</i>	845-416-4372

Columbia Classic - Schedule of Events

Thursday, February 9th

Teams Arrive

**Tournament Gift Shopping Spree for Teams – Please sign up in “Sign up Genius”.
Link will be sent from Courtney Trimble (times to be announced)**

Friday, February 10th

6:30 am Range Opens
9:00 am Tournament Registration begins on the back patio of Duran Golf Club
12:00 pm Shotgun Start Practice Round
5:00 pm Welcome Buffet Dinner, come and go

Saturday, February 11

6:30 am Breakfast at Duran Golf Club for players, coaches, officials
6:30 am.-3:30 pm Athletic Trainer available on back patio of clubhouse
6:30 am Range Opens
8:00 am First round off #1 and #10 tee times
12:00pm Lunch Buffet available for teams immediately following play

Sunday, February 12

6:30 am Breakfast at Duran Golf Club for players, coaches, officials
6:30 a.m.-3:30 p.m. Athletic Trainer available on back patio of clubhouse
6:30 am Range Opens
8:00 am Second round off #1 and #10 tee times
12:00pm Lunch Buffet available for teams immediately following play

Monday, February 13

6:30 am Breakfast at Duran Golf Club for players, coaches, officials
6:30 a.m.-2:00 p.m. Athletic Trainer available on back patio of clubhouse
6:30 am Range Opens
8:30 am Final Round Shotgun Start
1:00pm Lunch Buffet available for teams immediately following play
Awards Ceremony immediately following play

2023 Columbia Classic Participating teams

Total of 82 players, 23 coaches, 3 instate/ out of county rules officials, 1 out of county Athletic Trainer, 2 out of state staff= 111 out of county participants (2023)

Columbia

Princeton

Dartmouth

Tulsa

Seton Hall

Youngstown State

Notre Dame

Texas Tech

St John's

Penn State

Univ of Richmond

Old Dominion

Albany

Boston Univ

+ 12 additional individual team players

Columbia Classic additional grant info:

**Number of hotel nights (out of county/participating teams only)=
16 teams x 5 (room avg) x 4 night stay = 320**

**Out of county staff hotel =
5 x 4 night stay= 20 hotel nights**

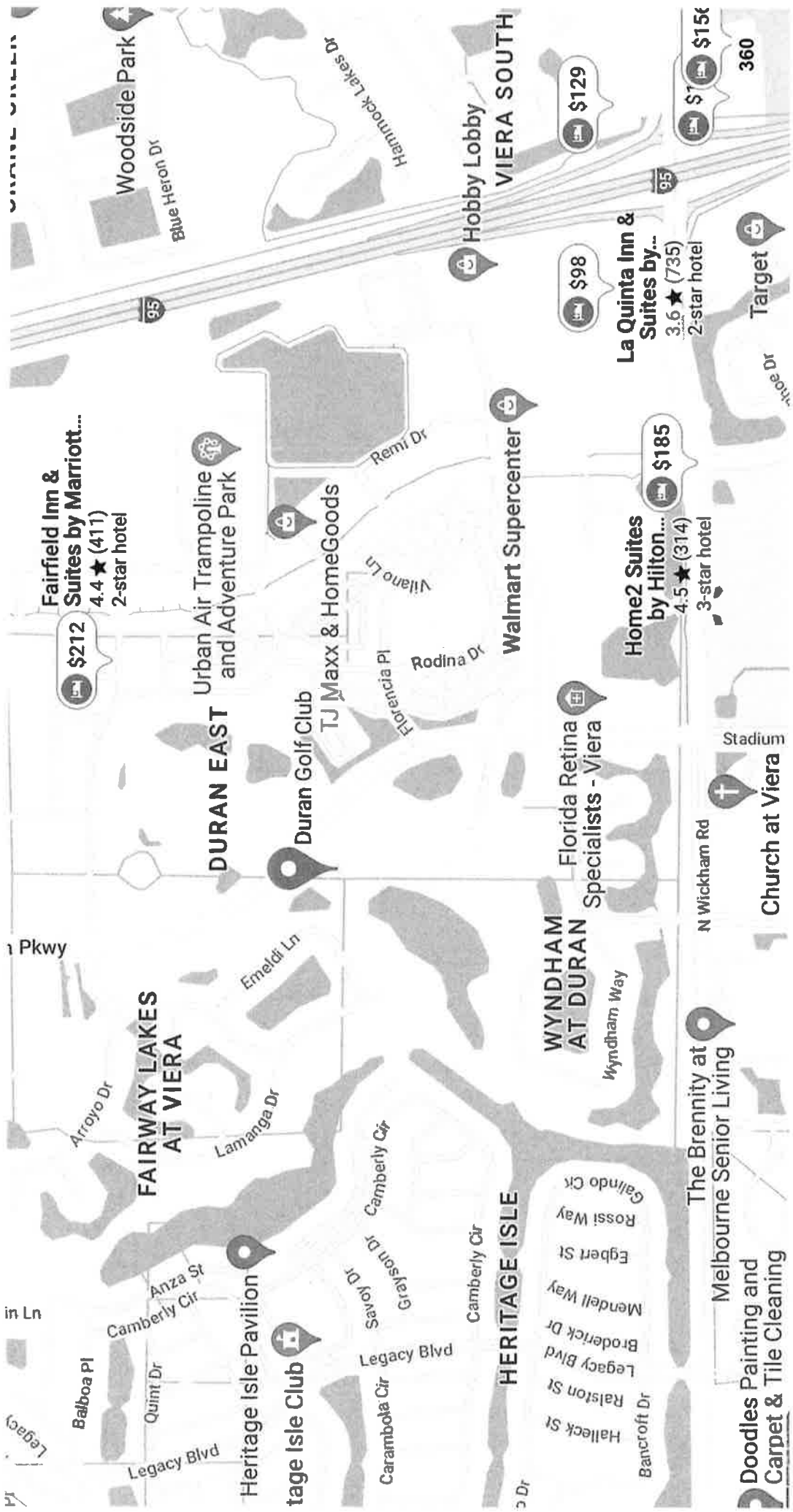
Total hotel night data for 2023 = 340*

***I do not have tracking data on the parents/spectator hotels for 2023, can
assume 2-3 hotel rooms x 3 nights per team**

Columbia Classic presented by MoonGolf
Basic Marketing Outreach and Communications Plan

Columbia University will promote the 54 Hole Golf event by engaging the media coordinator of each participating University. (16 Schools) in the following ideas:

- 1) We will create graphics for social media for each school using the MoonGolf logo, Duran Golf Club logo and the Space Coast Travel logo
- 2) Columbia University Women's golf will tag the @visitspacecoast handle in tournament updates and results on social media and gocolumbialions.com. This will encourage parents of players to travel to FL and enjoy the great opportunities in the community
- 3) Columbia University will create a poster to promote the event at the local MoonGolf retail location and Duran Golf Club. Posted One month before the event.
- 4) Columbia University and MoonGolf will reach out to a national Golf publication(s) and request a feature story around the event



Fairfield Inn & Suites by Marriott...
4.4 ★ (411)
2-star hotel

\$212

Urban Air Trampoline and Adventure Park

DURAN EAST

Duran Golf Club

TJ Maxx & HomeGoods

Walmart Supercenter

Home2 Suites by Hilton...
4.5 ★ (314)
3-star hotel

\$185

Florida Retina Specialists - Viera

WYNDHAM AT DURAN

The Brennnity at Melbourne Senior Living

N Wickham Rd

Church at Viera

La Quinta Inn & Suites by...
3.6 ★ (735)
2-star hotel

\$98

Hobby Lobby

VIERA SOUTH

\$150

360

Doodles Painting and Carpet & Tile Cleaning

WOODSIDE VILLES
Woodside Park
Blue Heron Dr
Hammock Lakes Dr

Arroyo Dr

FAIRWAY LAKES AT VIERA

Lamanga Dr

Heritage Isle Pavilion

Heritage Isle Club

HERITAGE ISLE

Legacy Blvd

HERITAGE ISLE

HERITAGE ISLE
Halleck St
Ratston St
Legacy Blvd
Broderrick Dr
Mendell Way
Egbert St
Rossi Way
Galindo Cr

Doodles Painting and Carpet & Tile Cleaning

Response ID:17 Data

2. (untitled)

1. Applicant Information-

What is the event title?

MSBL Holiday Classic

3. (untitled)

2. Applicant Contact Information-

Organization Name

Men's Senior Baseball League

First Name

Joseph

Last Name

D'Ambrisi

Job Title

Vice-President

Mailing Address

One Huntington Quad

Apt/Suite/Office

Suite 3NO7

City

Melville

State

NY

Zip

11747

Country

Email Address

info@msblnational.com

Phone Number

631-753-6725

Mobile Phone

516-526-6622

Website URL

www.msblnational.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

4

4. Event Information-

Please indicate your desired first day of the event.....

03/15/2024

5. (untitled)

5. Please describe your event (type of sport, format, qualifying criteria, ages, etc).

Adult Baseball Tournament for men and women with the following age divisions: 30+, 45+ & 54+.

6. (untitled)

6. Where is the location and name of the facility of your event?

USSSA Space Coast Stadium and Auxiliary Fields

7. Has your location, venue or facility been secured?

Yes

7. Estimated Event Attendance

8. Total Participants (competitors, coaches, trainers, officials, etc...)

How many total participants are expected to attend your event?

Out-of-State Participants : 544

Overnight In-State Participants : 126

Day Trip In-State Participants : 40

9. Total Spectators (fans, family, friends, etc...)

How many total spectators are expected to attend your event?

Out-of-State Spectators : 30

Overnight In-State Spectators : 30

Day Trip In-State Spectators : 0

10. Total Media (Reporters, TV, News Outlets, etc...)

How many total Media are expected to attend your event?

Out-of-State Media : 0

Overnight In-State Media : 0

Day Trip In-State Media : 0

8. (untitled)

11. How much event grant support are you requesting?

15000

12. What is the purpose of the financial support?

Site fees/costs (contract help, etc)

9. (untitled)

13. What is the projected total number of paid room nights for your event?

750

14. Have you secured hotel and/or lodging partners?

Yes

15. Please provide the name(s) and locations of your hotel and/or lodging partners:

Fairfield Inn Viera

La Quinta Inn & Suites Melbourne

Holiday Inn Express Melbourne

10. (untitled)

16. EVENT HISTORY (REQUIRED)

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

2024_Grant_Application_-_Event_History.pdf

11. (untitled)

17. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?

If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.

Yes

12. (untitled)

18.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Joseph Gary D'Ambrisi

13. (untitled)

19. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Terrence.Parks@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on March 15, 2023, no late arrivals will be accepted.

The below text box may be used to communicate anything that you need to tell us about your application.

14. (untitled)

20. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

USSSA_Complex_Location_Map.jpeg

2024_Grant_Application_-_Event_Plan_-_Attachment_2.pdf

2024_Grant_Application_-_Event_Budget_-_Attachment_3.pdf

2024_Grant_Application_-_Event_Marketing_Plan_-_Attachment_4.pdf

15. Thank You!

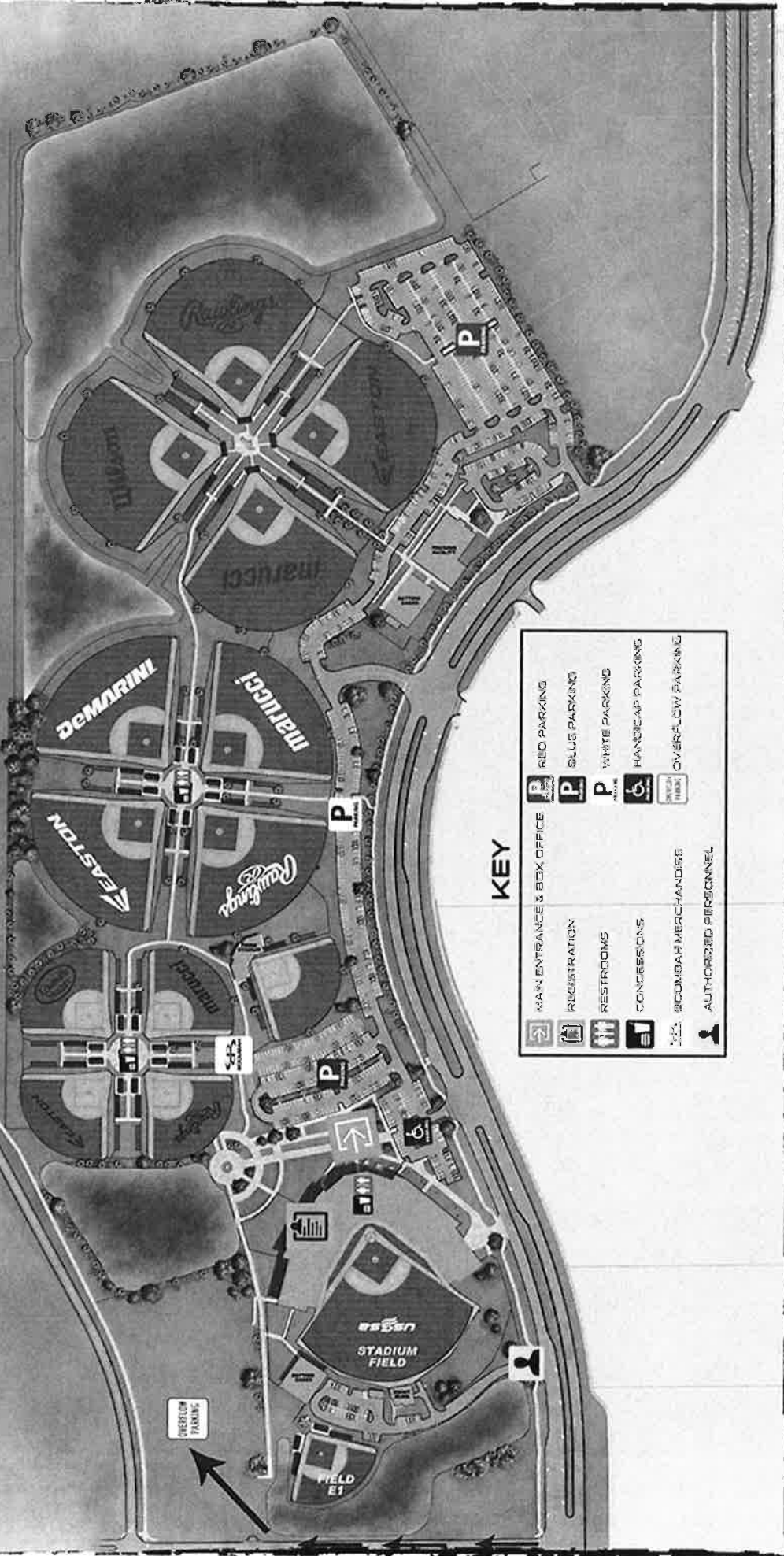
New Send Email

Mar 15, 2023 13:51:40 Success: Email Sent to: info@msblnational.com



USSSA SPACE COAST COMPLEX

Blue Quad White Quad Red Quad



KEY

	MAIN ENTRANCE & BOX OFFICE		RED PARKING
	REGISTRATION		BLUE PARKING
	RESTROOMS		WHITE PARKING
	CONCESSIONS		HANDICAP PARKING
	BOOTH/MERCHANDISE		OVERFLOW PARKING
	AUTHORIZED PERSONNEL		



2024 MSBL/MABL HOLIDAY CLASSIC EVENT MARKETING PLAN

2024 Dates: March 15 – 18, 2024

2024 Marketing Plan:

- **Inclusion in Monthly Newsletter emailed to 90,000 current members nationwide**
- **Listing on national website, www.msblnational.com, on constant basis**
- **Targeted emails to past Tournament Team Managers**
- **Social Media**



2024 MSBL/MABL HOLIDAY CLASSIC EVENT PLAN

2024 Dates: March 15 – 18, 2024

Timeline:

- **Send 2024 Tournament Package to Teams – June 1, 2023**
- **Team Deposits Due: January 1, 2024**
- **Schedules to be completed by February 15, 2024**
- **Team Registration at USSSA Complex in Melbourne – Friday, March 15, 2024**
- **Play Begins: Friday, March 15, 2024**
- **Play Concludes: Monday, March 18, 2024**



2024 MSBL/MABL HOLIDAY CLASSIC EVENT BUDGET

2024 Dates: March 15 – 18, 2024

2024 Projected Expenses:

- **Complex Rental Cost: \$15,000.00**
- **Baseballs: \$4,800.00**
- **Umpires: - \$21,000.00**
- **Awards & Player T-Shirts: \$16,000.00**
- **Trophies: \$780.00**



2023 MSBL/MABL TOURNAMENT PAST 3 EVENTS HISTORY

2023 MSBL/MABL Kickoff Classic

- Las Vegas, NV (March 4 – 6, March 11 – 13, 2023)
- Steve Sigler, 631-753-6725, info@msblnational.com
- Total Out of County/State Participants: 720
- Total Number of Room Nights: 1,000

2023 MSBL/MABL Sunshine Classic

- Panama City Beach, FL (February 24 – 27, 2023)
- Gary D'Ambrisi, 516-526-6622, info@msblnational.com
- Total Out of County/State Participants: 360
- Total Number of Room Nights: 720

2023 MSBL/MABL Desert Classic

- Palm Springs, ca (January 13 – 16, 2023)
- Steve Sigler, 631-753-6725, info@msblnational.com
- Total Out of County/State Participants: 810
- Total Number of Room Nights: 1,200

2. (untitled)

1. Applicant Information-

What is the event title?

<http://spacecoastshowdown.com/>

3. (untitled)

2. Applicant Contact Information-

Organization Name

Canaveral Council of Technical Societies (CCTS)

First Name

Nimisha

Last Name

Vyas

Job Title

Chair

Mailing Address

1980 N ATLANTIC AVE

Apt/Suite/Office

ste 401

City

Orlando, FL 32828

State

Florida

Zip

32931

Country

Email Address

Chair@cctsonline.org

Phone Number

4077583074

Mobile Phone

4077583074

Website URL

www.cctsonline.org

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

1

4. Event Information-

Please indicate your desired first day of the event.....

08/26/2023

5. (untitled)

5. Please describe your event (type of sport, format, qualifying criteria, ages, etc).

Space Coast FIRST Robotics Showdown Competition will be held August 26, 2023, at Viera High School. We are excited to host this event with collaboration of FIRST Robotics and Brevard County Schools. The program will feature robotics competition consisting of a series of games where student robotics teams race to complete. specific objectives in each game. Students compete for honors and trophies. Should enough sponsorship funds permit, local Brevard County teams would be provided stipends to participate in the competition. This program follows the mission of FIRST Robotics, engaging K-12 students in mentor-based programs that build STEM skills. Participation of these students in the program will greatly increase the likelihood of students entering into STEM fields, industry, and will enable these future professionals to integrate advancing technologies in our evolving technology environment.

Attendees: Individuals and organizations interested in space, aeronautics, manufacturing, emerging technologies. Includes people from all walks of life: space & manufacturing industry, managers, NASA, AF, students, engineers, scientists, educators, as well as interested individuals from the general public.

6. (untitled)

6. Where is the location and name of the facility of your event?

Viera High School

7. Has your location, venue or facility been secured?

No

7. Estimated Event Attendance

8. Total Participants (competitors, coaches, trainers, officials, etc...)

How many total participants are expected to attend your event?

Out-of-State Participants : 50+

Overnight In-State Participants : 250+

Day Trip In-State Participants : 150+

9. Total Spectators (fans, family, friends, etc...)

How many total spectators are expected to attend your event?

Out-of-State Spectators : 50+

Overnight In-State Spectators : 250+

Day Trip In-State Spectators : 150+

10. Total Media (Reporters, TV, News Outlets, etc...)

How many total Media are expected to attend your event?

Out-of-State Media : 30

Overnight In-State Media : 20

Day Trip In-State Media : 10

8. (untitled)

11. How much event grant support are you requesting?

6000

12. What is the purpose of the financial support?

Paid advertising and media buys outside of Brevard County

Site fees/costs (contract help, etc)

Marketing and public relations

Non-monetary awards (medals, ribbons, plaques, etc)

Promotions

Other - please specify: Robotics Competition Field from FIRST Robotics

9. (untitled)

13. What is the projected total number of paid room nights for your event?

250+

14. Have you secured hotel and/or lodging partners?

No

Please provide the name(s) and locations of your hotel and/or lodging partners:

10. (untitled)

15. EVENT HISTORY (REQUIRED)

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

2022_Info_letter.docx

11. (untitled)

16. **As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?**

If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.

Yes

12. (untitled)

17.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Nimisha Vyas

13. (untitled)

18. **SPECIAL MESSAGE:**

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Terrence.Parks@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on March 15, 2023, no late arrivals will be accepted.

The below text box may be used to communicate anything that you need to tell us about your application.

Please check our websites: CCTS website

www.cctsonline.org & Event Website <http://spacecoastshowdown.com/>

This is STEM event for High School Robotics Competition consisting of a series of games where student robotics teams race to complete their designed and developed Robots. Open to Public

14. (untitled)

19. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Viera_HS_map.pdf

2022_Info_letter.docx

Flyer_1.pdf

CCTS_Showdown_Budget.docx

Copy_of_Facebook_1.png

15. Thank You!

New Send Email

Mar 13, 2023 14:58:43 Success: Email Sent to: Chair@cctsonline.org

CCTS Space Coast Robotics Showdown

Robotics Competition Expenses

Field	\$ 6,000.00	
Volunteer food	\$ 1,000.00	
AV/Screens	\$ -	In-kind
T-shirts/badges	\$ 400.00	
Concession Stand food	\$ -	In-kind
Venue costs	\$ -	In-kind
Insurance	\$ 3,000.00	
Tape, zip ties, windex	\$ 100.00	
Trophies	\$ 200.00	
Total Expenses	\$ 10,700.00	

Revenues

Registration (16 X 250)	\$ 4,000.00
-------------------------	-------------

Prospective Sponsorships

FP&L
ALTR
IEEE
SAME

Get ready for game day!

2ND ANNUAL SPACE COAST SHOWDOWN

AN FRC AND FTC OFF
SEASON EVENT

AUGUST 27, 2022
VIERA HIGH SCHOOL

REGISTER NOW! FOR OTHER RESERVATIONS AND OTHER
INQUIRIES, VISIT WWW.SPACECOASTSHOWDOWN.COM

SPACE
COAST  SHOWDOWN
377



SPACE COAST SHOWDOWN

Hi, Everyone:

One week to the return of the Space Coast Showdown! The team has worked incredibly hard to put this together in about, so be gentle with us.

To answer many questions:

Local hotel info:

Marriott Fairfield Inn
2400 Town Center Ave
Viera, Fl.
321-425-2800

Please be advised that there is a launch the following Monday and many hotels are fully booked

Schedule:

Pit Load in: Friday night starting at 7pm till we are done setting up the field.
Saturday morning pits open at 7am.

**6:30: VOLUNTEER CHECK-IN
AND BREAKFAST**

7am: Registration and pits open
8:15: Opening Ceremonies
8:30: Qualifying Matches begin.
11:30: Lunch (30 min)
12:00: Matches resume
2:00: Alliance Selection
2:30: Finals begin
5:50: Closing and Awards.

Food:

FRC 7431 will have a concession stand open with pizza.

Here are the phone numbers for local fast food if you want anything delivered to your team:

Chick Fil A 321-751-0801
Chipotle 321-639-1830
Dominos 321-254-1166
Jersey Mikes 321-372-0372
Jimmy John's 321-255-0602
Moe's 321-433-3540
Panera 321-504-7250
Papa John's 321-751-7272
Pizza Gallery 321-633-0397

Outreach:

Dirty Mechanics are doing a cereal drive, see attached flyer

Awards (FRC):

The only awards this year are WINNER Banners but I would be happy to work with your team for a little judge whispering training.

**PLEASE BRING SAFETY GLASSES, EXTENSION CORDS
AND POWER STRIPS** (we don't have enough)

CAFETERIA for coaches meetings

Load-in/Load-out

Load-in/Load-out



Volunteer Room	room 3-114
Judge/Interviews	room 2-101
Team Workshops	room 2-102
"Quiet" Zone	room 2-103

Response ID:19 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Red Bull Foam Wreckers

3. (untitled)

2. Applicant Contact Information-

Organization Name

Red Bull North America

First Name

Kacey

Last Name

Meagher

Job Title

Event Marketing Manager

Mailing Address

380 NW 27 Street

Apt/Suite/Office

-

City

Miami

State

FL

Zip

33127

Country

Email Address

kacey.meagher@redbull.com

Phone Number

9544489014

Mobile Phone

9544489014

Website URL

redbull.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

1

4. Event Information-

Please indicate your desired first day of the event.....

11/04/2023

5. (untitled)

5. Please describe your event (type of sport, format, qualifying criteria, ages, etc).

Participatory Foam Top Surf Event. 1 Stop of a 13 stop national tour. 16+, open to all abilities, pros will also be on site

6. (untitled)

6. Where is the location and name of the facility of your event?

Coconuts

7. Has your location, venue or facility been secured?

Yes

7. Estimated Event Attendance

8. Total Participants (competitors, coaches, trainers, officials, etc...)

How many total participants are expected to attend your event?

Out-of-State Participants : 55

Overnight In-State Participants : 75

Day Trip In-State Participants : 40

9. Total Spectators (fans, family, friends, etc...)

How many total spectators are expected to attend your event?

Out-of-State Spectators : 50

Overnight In-State Spectators : 50

Day Trip In-State Spectators : 125

10. Total Media (Reporters, TV, News Outlets, etc...)

How many total Media are expected to attend your event?

Out-of-State Media : 2

Overnight In-State Media : 3

Day Trip In-State Media : 6

8. (untitled)

11. How much event grant support are you requesting?

5,000

12. What is the purpose of the financial support?

Marketing and public relations

Other - please specify: na

9. (untitled)

13. What is the projected total number of paid room nights for your event?

200

14. Have you secured hotel and/or lodging partners?

No

Please provide the name(s) and locations of your hotel and/or lodging partners:

10. (untitled)

15. EVENT HISTORY (REQUIRED)

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

About.docx

11. (untitled)

16. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?

If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.

Yes

12. (untitled)

17.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Kacey Meagher

13. (untitled)

18. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Terrence.Parks@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4)

attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on March 15, 2023, no late arrivals will be accepted.

The below text box may be used to communicate anything that you need to tell us about your application.

14. (untitled)

19. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Event_Budget.pdf

Event_Marketing_Plan.docx

Event_Plan,_Timeline_and_Schedule.docx

Event_Location_Map.pdf

15. Thank You!

New Send Email

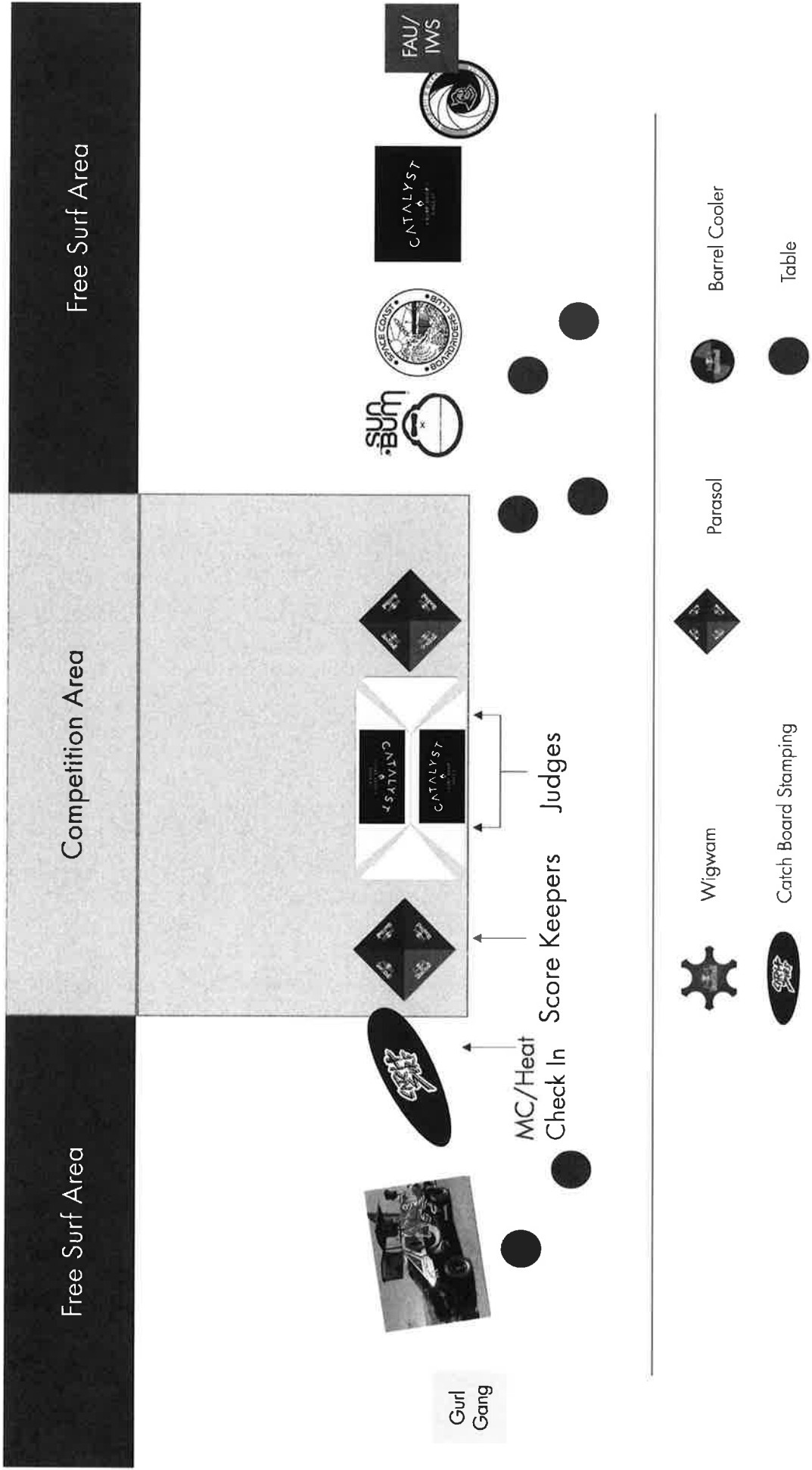
Mar 15, 2023 11:59:16 Success: Email Sent to: kacey.meagher@redbull.com

Red Bull Foam Wreckers

		2023	
	BUDGET	ACTUAL	DIFFERENCE
Operations			
Sound	\$ 350.00		
Tents	\$ 250.00		
Riser	\$ 3,500.00		
Infrastructure	\$ 2,000.00		
Police	\$ 1,000.00		
EMS	\$ 1,000.00		
Permitting	\$ 1,000.00		
Staffing			
Comp Director	\$ 2,500.00		
Food	\$ 450.00		
Hotel	\$ 3,500.00		
Judges	\$ 1,000.00		
DJ	\$ 400.00		
MC	\$ 250.00		
Tommy	\$ 1,200.00		
Nate	\$ -		
Lunch	\$ 500.00		
Athlete			
After Party	\$ 500.00		
Giveaways	\$ 6,500.00		
Trophies	\$ 1,000.00		
Marketing			
Collateral	\$ 500.00		
Gas Cards	\$ 350.00		
Window Wrap	\$ 1,000.00		
Signage	\$ 1,000.00		
TOTAL	\$ 29,750.00		

Red Bull Foam Wreckers Cocoa Beach will be returning for it's 3rd year in Cocoa Beach at Coconuts. In addition to this stop, there are 6 others confirmed with a minimum of 5 more being added to the 2023 calendar. In 2022, we maxed out the field at 128 and had a waitlist of over 50 people that arrived on site the morning of to attempt to be an alternate. In addition to the surfers, Red Bull bring in over 30 people from out of the county to help run, judge, market and promote the event for a few days leading up to the event. In 2022, Red Bull paid for over 75 room nights – and this does not include any participants or spectators.

<https://www.redbull.com/us-en/event-series/foam-wreckers/>



Confidential – not for external distribution

Red Bull Internal Marketing

- Reach 20K 16-24 year olds through 750 direct sampling, 250 through seeding and 4 collegiate SOLs
- Distribute 550 physical flyers
- Push 10K digital flyers through partners, OLS, etc
 - Barstool sports 53.2k, Andi_Zavalla 4,956k, Surfucf 1,889k, Josh 1,120
- Strategic sampling missions in Cocoa Beach, New Smyrna, Daytona, Orlando, Fort Lauderdale, Deerfield, Miami, Tampa

Athlete Marketing

- All Red Bull athletes post about event and their attendance

Local Marketing

- Create mural on the side of coconuts two months out leading up to the event
- Window Wrap at Catalyst Surf

Communications

- Local news stations on site Friday



Friday, Nov 3

- All Day
- 7P-9P

Set up

Optional Check in at Coconuts on the Beach (by the Tiki)

Saturday, Nov 4

- 8A-9A
- 9A-1P
- 1:15P-1:40P
- 1:45P-2:45P
- 2:45P-3:30P
- 3:35P- 4:05P
- Following awards

Check In Open (on beach to the right of stage)

Prelims

GURF GANG Women's Surf Lesson

Semis

Expression Session

Finals / Awards

After Party at Coconuts on the Beach

Response ID:18 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Gateway to Space 5K/10K

3. (untitled)

2. Applicant Contact Information-

Organization Name

American Cancer Society, Inc.

First Name

Michelle

Last Name

Oesterle

Job Title

Senior Development Manager

Mailing Address

PO Box 17127

Apt/Suite/Office

City

Tampa

State

FL

Zip

33682

Country

Email Address

michelle.oesterle@cancer.org

Phone Number

6892084881

Mobile Phone

3053218250

Website URL

runsignup.com/gatewaytospace

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

1

4. Event Information-

Please indicate your desired first day of the event.....

03/02/2024

5. (untitled)

5. Please describe your event (type of sport, format, qualifying criteria, ages, etc).

Gateway to Space 5K/10K is a race at the Space Florida Launch and Landing Facility. It became certified by USATF in early 2023 so we expect more runners in the years to come (this certification lasts for 10 years) since this helps them qualify for marathons. Participants must be at least 12 years old and United States citizens. All participants will receive a race shirt and finisher medal.

6. (untitled)

6. Where is the location and name of the facility of your event?

Space Florida Launch and Landing Facility, Kennedy Space Center

7. Has your location, venue or facility been secured?

Yes

7. Estimated Event Attendance

8. Total Participants (competitors, coaches, trainers, officials, etc...)

How many total participants are expected to attend your event?

Out-of-State Participants : 500

Overnight In-State Participants : 250

Day Trip In-State Participants : 250

9. Total Spectators (fans, family, friends, etc...)

How many total spectators are expected to attend your event?

Out-of-State Spectators : 0

Overnight In-State Spectators : 0

Day Trip In-State Spectators : 0

10. Total Media (Reporters, TV, News Outlets, etc...)

How many total Media are expected to attend your event?

Out-of-State Media : 0

Overnight In-State Media : 0

Day Trip In-State Media : 2

8. (untitled)

11. How much event grant support are you requesting?

7500

12. What is the purpose of the financial support?

Paid advertising and media buys outside of Brevard County

Site fees/costs (contract help, etc)

Marketing and public relations

Promotions

9. (untitled)

13. What is the projected total number of paid room nights for your event?

225

14. Have you secured hotel and/or lodging partners?

No

Please provide the name(s) and locations of your hotel and/or lodging partners:

10. (untitled)

15. EVENT HISTORY (REQUIRED)

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

2023_Event_History.pdf

11. (untitled)

16. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?

If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.

Yes

12. (untitled)

17.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Michelle Oesterle

13. (untitled)

18. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4)

documents to Terrence.Parks@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on March 15, 2023, no late arrivals will be accepted.

The below text box may be used to communicate anything that you need to tell us about your application.

Am I able to submit the hotel nights for out-of-county participants at a later date? Our event was just this past weekend and we're still compiling all the info from the surveys we gave to our participants?

14. (untitled)

19. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Gateway_to_Space_Site_Map.pdf

Gateway_to_Space_2024_Event_Plan.pdf

Gateway_to_Space_2024_Event_Budget.pdf

Gateway_to_Space_2024_Marketing_Plan.pdf

15. Thank You!

New Send Email

Mar 14, 2023 20:03:39 Success: Email Sent to: michelle.oesterle@cancer.org

2024 Gateway to Space

Event Budget

EXPENSE	BUDGET
Race Medals	\$4,000
Participant Shirts	\$6,000
Transportation and Security	\$10,000
Portable Toilets /Tables /Tents	\$2,000
Printed Marketing Materials	\$1,500
Online Marketing and Ads	\$5,000
Race Management Fees	\$8,500
Staff Hotel	\$1,000
Estimated Total	\$38,000
REVENUE	
Race Fees	\$65,000
Fundraising	\$20,000
Matching Gift	\$2,000
Sponsorship	\$25,000
Grants/Other	\$10,000
Estimated Gross Total/Goal	\$122,000

2024 Gateway to Space

Event Plan

March 12, 2023

- 2024 website launches and registration opens for 2024 event at a discounted rate
- This is advertised through email and SMS messaging
- Reach out to local hotels about reserving a room block

Spring 2023

- Advertise to recruit committee members – direct mail, email, and SMS messaging – this will help broaden our potential participant audience
- Follow up with hotels about reserving a room block

Summer 2023

- Share event information with running clubs – local ones and ones throughout Florida
- Share event information with other ACS DetermiNation events across the nation
- Follow up/confirm room blocks with local hotels

Fall 2023

- Nationwide Social Media Campaign #1 - 2-3 promotional videos created with \$1500 budget
- Arrange a special package for visitors at the Kennedy Space Center Visitors Complex (discounted/free tickets to KSC over race weekend)

Winter 2023

- Arrange for packet pickup to take place at a local hotel partner

February 2024

- Nationwide Social Media Campaign #2 - 2-3 promotional videos created with \$2500 budget
- SMS text messaging campaign to Nationwide Endurance participants (20,000+)

March 1, 2024

- Packet pickup from 10:00 a.m. to 6:30 p.m. (location and activities TBD)

March 2, 2024

- Event Day
 - 5:00 a.m. – gates at Kennedy Space Center Visitor Complex open; set up
 - 5:45 a.m. – first bus of volunteers leaves for Launch and Landing Facility
 - 6:00 a.m. – participant check-in begins
 - 6:15 a.m. – first participant bus leaves
 - 7:00 a.m. – gates at Kennedy Space Center Visitor Complex close; last bus leaves once all participants are checked in

- 7:00 a.m. – opening ceremony starts
- 8:00 a.m. – race starts
- 9:20 a.m. – awards presentation starts; buses start transporting participants off site
- 10:45 a.m. – clean-up begins

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Event: Gateway to Space 5K/10K

March 11, 2023

Space Florida Launch and Landing Facility, Kennedy Space Center

Kelly Dollarhide, Spaceport Manager, kdollarhide@spaceflorida.gov

Total Out-of-County Participants: 493

Total Number of Room Nights: We're still collecting this data. Our event took place only four days before the grant application's due date.

Event: Making Strides Against Breast Cancer Brevard

October 22, 2022

The Avenue Viera

Daisy Pickett, Marketing Coordinator, dpickett@poagllc.com

Total Out-of-County Participants: 55

Total Number of Room Nights: We don't collect this data since this event is geared towards Brevard residents.

Event: Gateway to Space 5K/10K

April 2, 2022

Space Florida Launch and Landing Facility, Kennedy Space Center

Jimmy Moffitt, Launch and Flight Operations, jmoffitt@spaceflorida.gov

Total Out-of-County Participants: 515

Total Number of Room Nights: 188 (hotel); 76 (AirBnB/VRBO); 42 (family/friend/other)

American Cancer Society

GATEWAY TO SPACE 5K/10K

2024 Marketing Plan

Background Information:

- This will be the 8th year of this event. ACS partners with Space Florida to hold this exclusive event on the Space Florida Launch and Landing Facility. Last year's event took place during spring break, so we did not see the amount of participants we expected with about 830 registered for the event.

Objective:

- The Gateway to Space 5K/10K is a fundraising event to raise money to support the American Cancer Society's mission: to save lives, celebrate lives and lead the fight for a world without cancer. Our fundraising events are key to fighting for our mission and building a supportive cancer community. Our community events and patient services are funded entirely by donations, sponsorships and grants.

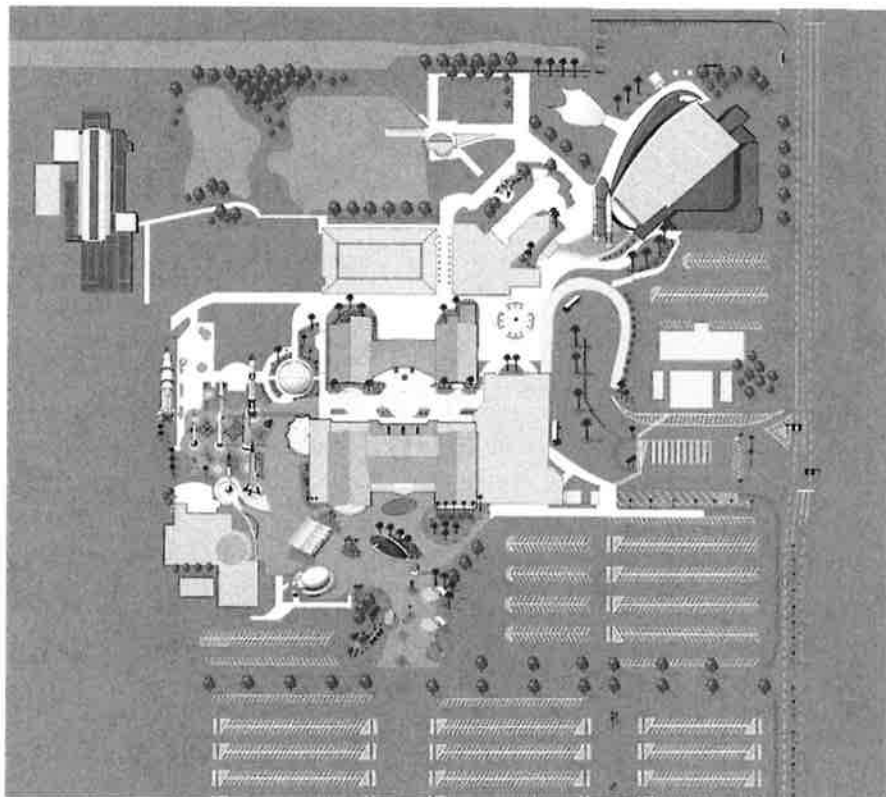
Goal:

- The goal for 2024 is to raise \$100,000 in gross revenue with about 1,000 participants.

Strategy:

- Marketing efforts will increase from a regional to national level since we are now a part of the ACS DetermiNation Endurance umbrella, which will give us more national exposure. We are also now a USATF-certified race, which is appealing to those runners who need race times to qualify for major races, such as the Boston Marathon. We will continue to send emails to participants, as well as prospective participants, as well as send out texts through an SMS campaign and have social media advertising campaigns. We have been in talks with both FOX and WESH about advertising our event.
- A lot of our participants expressed an interest in being able to spend the day at the Kennedy Space Center Visitor Complex, so our plan is to talk to them about offering discounted (or free) tickets to race participants. We would also like to host an event (carb-up pasta party) at a local hotel the Friday before our event. This hotel would be the location of packet pickup. We've already reached out to local hotels to try to solidify something. We have also tossed around the idea of a VIP experience, which would involve no wait in lines and possibly a breakfast the morning of the race.
- We also plan to reach out to Brevard Zoo to see about offering a special so that participants stay the weekend in Brevard and visit the zoo on Saturday or Sunday.

Parking and Registration – KSC Visitor Complex. Participants will check in here and then catch a bus to the Space Florida Launch and Landing Facility.



Start/Finish Line and Sponsor Area



Race Route – on Shuttle Landing Strip



2. (untitled)

1. Applicant Information-

What is the event title?

Florida Marathon Weekend

3. (untitled)

2. Applicant Contact Information-

Organization Name

Smooth Running, LLC

First Name

Mitch

Last Name

Varnes

Job Title

Principal

Mailing Address

660 Cinnamon Ct.

Apt/Suite/Office

n/a

City

Satellite Beach

State

Florida

Zip

32937

Country

Email Address

mitchvarnes@gmail.com

Phone Number

13217597200

Mobile Phone

3217597200

Website URL

www.thefloridamarathon.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

2

4. Event Information-

Please indicate your desired first day of the event.....

02/10/2024

5. (untitled)

5. Please describe your event (type of sport, format, qualifying criteria, ages, etc).

The Florida Marathon Weekend is the largest distance running event from Central Brevard south through Martin County. It is entering its 16th year, and is embraced as Melbourne's Signature Sporting event. Not another race in Florida has so many race distance options -- 5k, 10k, 1/2 marathon, marathon and kids run -- on the same day. Our race showcases Melbourne and its beaches with the course beginning in downtown Melbourne, south along US1, through old Eau Gallie neighborhoods, across the Eau Gallie Causeway, south on Indialantic's Riverside Drive and across the Melbourne Causeway before finishing in the Downtown Melbourne riverfront. Our course is beautiful. Runner's World Magazine has named it as "One of America's Top 10 Bucket List Waterfront Races."

Additionally, our wintertime race date makes this a very desirable destination for runners living north and outside of Florida and the USA. We have seen such out of area runners build local multi-day vacations around our race.

6. (untitled)

6. Where is the location and name of the facility of your event?

Front Street Park is the event base.

7. Has your location, venue or facility been secured?

Yes

7. Estimated Event Attendance

8. Total Participants (competitors, coaches, trainers, officials, etc...)

How many total participants are expected to attend your event?

Out-of-State Participants : 700

Overnight In-State Participants : 500

Day Trip In-State Participants : 600

9. Total Spectators (fans, family, friends, etc...)

How many total spectators are expected to attend your event?

Out-of-State Spectators : 1050

Overnight In-State Spectators : 750

Day Trip In-State Spectators : 900

10. Total Media (Reporters, TV, News Outlets, etc...)

How many total Media are expected to attend your event?

Out-of-State Media : 2

Overnight In-State Media : 2

Day Trip In-State Media : 2

8. (untitled)

11. How much event grant support are you requesting?

20,000.00

12. What is the purpose of the financial support?

Site fees/costs (contract help, etc)

Non-monetary awards (medals, ribbons, plaques, etc)

Sanction fees

9. (untitled)

13. What is the projected total number of paid room nights for your event?

1200

14. Have you secured hotel and/or lodging partners?

Yes

15. Please provide the name(s) and locations of your hotel and/or lodging partners:

Melby in Downtown Melbourne, Super 8 in Downtown Melbourne, Crowne Plaza Indialantic, Hilton Melbourne Beach, Doubletree Indialantic, Courtyard by Marriott in West Melbourne, Residence Inn in Melbourne.

10. (untitled)

16. EVENT HISTORY (REQUIRED)

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

Florida_Marathon_2024_TDC_grant_historic_info_and_room_projections.docx

11. (untitled)

17. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?

If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.

Yes

12. (untitled)

18.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Mitch Varnes

13. (untitled)

19. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event

location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Terrence.Parks@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on March 15, 2023, no late arrivals will be accepted.

The below text box may be used to communicate anything that you need to tell us about your application.

The Space Coast Tourism office's support was instrumental in the establishment of this race and in its ongoing success. With miles of closures of road lanes on US1, the Eau Gallie Causeway, Riverside Drive and the Melbourne Causeway, it is an expensive race to produce but one that shows off much of the beauty of our county. Operational costs have gone up significantly over the past two years, and the support of the Tourism Office is as necessary as ever for its continued success. Runners aside, we have created a much anticipated community event with residents coming out to cheer runners on and even to create their own water and music stations along its route.

We are inclusive and reach out to increase our field and to bring more runners and their loved ones to the Space Coast. Our February 2023 races were statewide meet-ups for the Run Latinas group and Marathon Maniacs.

We are extremely proud that this past year's race was the very first running event in the nation to include a Neurodivergent race category with awards and recognition for these athletes.

We fill more hotel rooms than any one event in South Brevard and are asking for the full support of the tourism office with a request for a \$20,000.00 grant.

Thank you.

14. (untitled)

20. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Florida_Marathon_2024_ads_and_marketing_plan_for_TDC.docx

florida_marathon_2024_budget_attachment_for_TDC.docx

Florida_Marathon_Map_and_Route.pdf

Florida_Marathon_2024_timeline_and_plan.docx

15. Thank You!

New Send Email

Mar 14, 2023 04:45:23 Success: Email Sent to: mitchvarnes@gmail.com

FLORIDA MARATHON WEEKEND / FEBRUARY 10 & 11, 2024 / MELBOURNE & INDIALANTIC

Attachment 3 / Planned Event Budget Costs

**** Based on February 2023 event**

\$6,600 – Site Fee

\$12,600 – Melbourne & Sheriff’s police support, EMT & Medical Support

\$5,400 – Stage & tent rentals

\$2,500 – Melbourne facility rentals

\$15,600 – Coning & barricading

\$1,600 –Florida Department of Transportation fees/MOT traffic control plans

\$1,200 – Insurance

\$8,000 – Announcer, DJs and on course entertainment

\$24,000 – Shirts, hats to all runners and volunteers

\$8,000 – Finisher medals

\$3,000 – Bus rentals

\$22,000 – Advertising and marketing

\$5,000 – Signage and marketing cards

\$4,000 – Awards

\$6,800 – Timing

\$600 – Private overnight security

\$8,000 – Event Staffing

\$1,600 – Staff and Official Judges Lodging

\$5,300 – Post-race food for athletes and volunteers

\$1,100 – USA Track & Field Sanction fee

\$6,160 – Equipment, generators, light towers & vehicle rentals

\$5,000 – Miscellaneous expenses

\$600 – Course officials

\$600 – Waste Management

\$155,260 – Total Projected fees* (Excluding all pre-event, event and post-event staffing fees)

Projected Revenues: \$150,000 - \$175,000

****Dependent on entrants and sponsorships.**

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights *

www.thefloridamarathon.com

- Since its inception in 2009, the Florida Marathon Weekend has always been based in downtown Melbourne, with the start and finish line occurring there.
- The event has always been held on either the first or second weekend of February.

- Event Director: Mitch Varnes

mitchvarnes@gmail.com

info@thefloridamarathon.com

321-759-7200

- The February 2023 event saw the first notable uptick in entrants since the start of the pandemic and generated 1,133 room nights.
- The February 2021 and 2022 event attendances was largely affected by the pandemic with over 30% fewer runners than on previous average years. Our 2022 race had approximately 900 out of area participants
- 906 area room nights were generated in February 2021 event, according to data supplied by entrants at the time of their online registration.
- 1,013 room nights were generated from the February 2022 event.
- Over 1,200 room nights were generated by the 2020 race.
- The pre-pandemic 2019 Florida Marathon Weekend had about 2,500 total runners.

The 2019 race weekend saw 1,375 runners from out of the county, with almost half of these runners coming from out of state.

- Based on registration polls, over 1,500 room nights were generated by the 2019 race.
-

Over its 15 year history, the race has annually generated an average of more than 1,000 booked room nights.

At its peak from 2009-2018, the race regularly generated more than 2,000 room nights a year.

Outside of the pandemic year of 2020, the event has never previously generated less than 1,100 room nights.

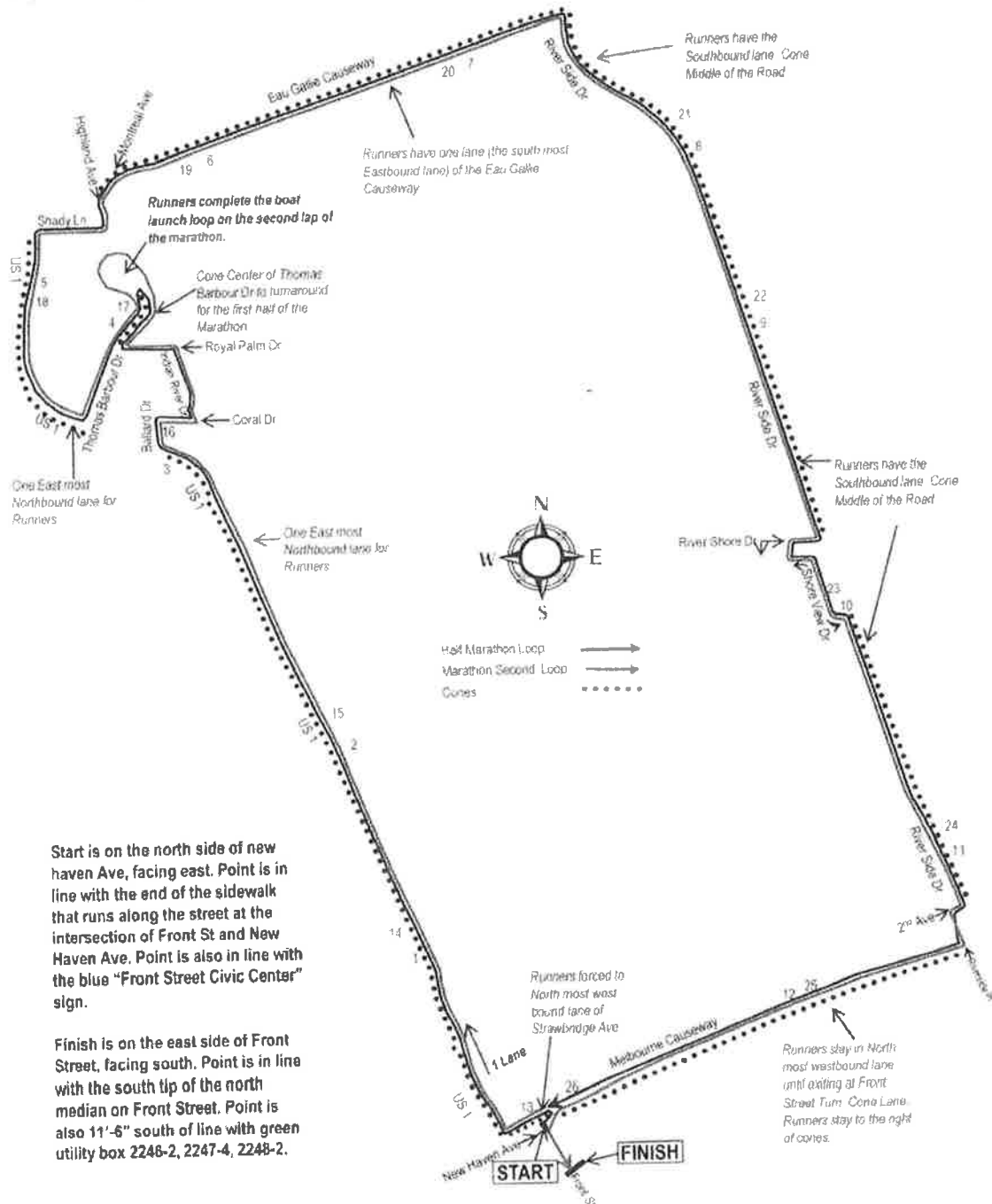
Runners are increasingly coming back to races, but all short of national races are still having smaller fields than their pre-pandemic numbers.

We are optimistic that entry numbers of similar regional races will continue increasing through this year and then possibly getting back to pre-pandemic numbers sometime in 2023.

The Florida Marathon is a fantastic course that showcases some of the most scenic areas of Brevard County. The race enjoys a very good reputation. It is Melbourne's Signature Sporting Event and the biggest sporting event from Central Brevard through Indian River and Martin counties.



Florida Marathon



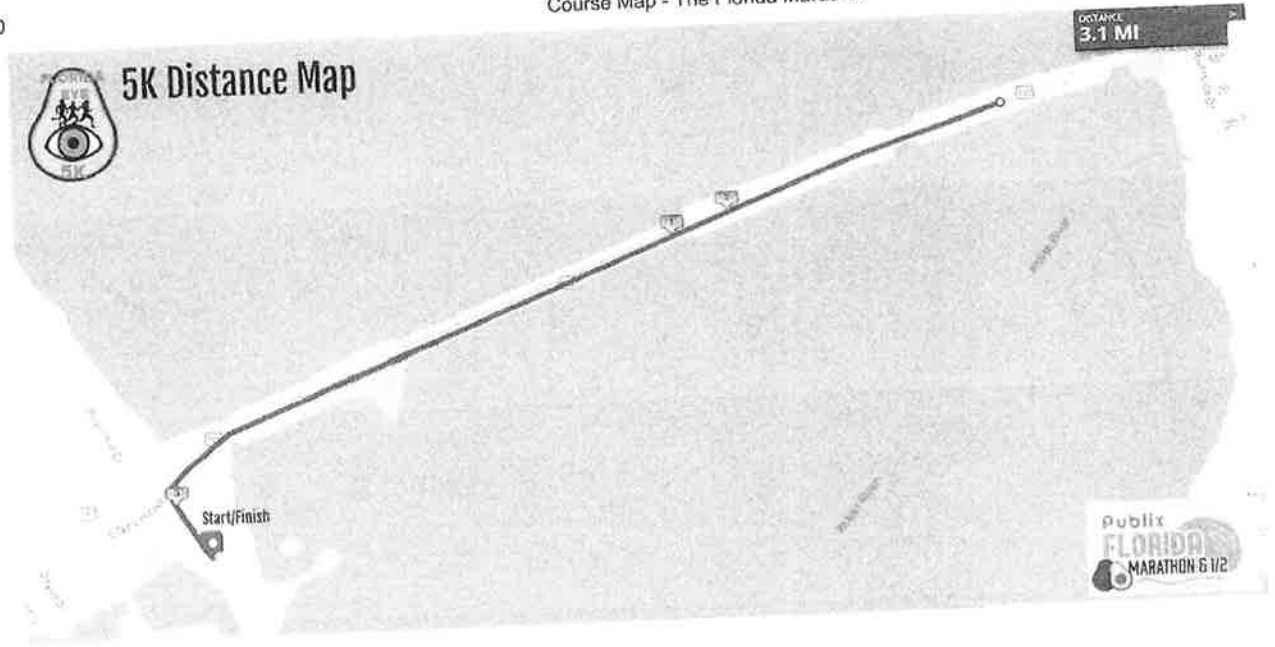
Start is on the north side of new haven Ave, facing east. Point is in line with the end of the sidewalk that runs along the street at the intersection of Front St and New Haven Ave. Point is also in line with the blue "Front Street Civic Center" sign.

Finish is on the east side of Front Street, facing south. Point is in line with the south tip of the north median on Front Street. Point is also 11'-6" south of line with green utility box 2246-2, 2247-4, 2248-2.



5/31/2020

Course Map - The Florida Marathon



Copyright 2014 The Florida Marathon. All Rights Reserved. Site by Proka Studio



February 10 & 11, 2024 Florida Marathon Weekend Marketing/Advertising Plan

Printed Material:

Smooth Running shall obtain placement in regional magazines, national publications and the following media:

- * Race applications
- * Promotional flyers
- * Publication inserts
- * Rack cards

* 100,000+ race flyer inserts to be included in athlete goody bags to be distributed through premiere events including:

Disney's Wine & Dine Half Marathon (25,000 runners and attendees)

Disney Marathon Weekend (25,000 runners)

Gasparilla Half Marathon (15,000 runners)

Atlanta Half Marathon (15,000 runners)

Miami Marathon (15,000 runners)

Orlando OUC Half Marathon (6,000 runners)

Cocoa Beach Half Marathon (2,400 runners)

USA Beach Running Championships (800 runners)

Cocoa Beach Triathlon (800 triathletes)

Shark Bite Half Marathon (1500 runners)

Track Shack series races; Orlando (8,000 runners)

Space Coast Triathlon (400 triathletes) and others.

Outdoor Signage:

* 128 sq. feet of Event signage on SR-192 in downtown Melbourne from October 1, 2023 –February 12, 2024. (48,000 daily impressions for total of 5.7 million impressions).

Florida Marathon Expo Attendance at Other Races:

December 2023 -- OUC Orlando Half Marathon
January 2023 -- Disney Marathon Weekend
November 2023 -- Disney Wine & Dine Half Marathon
October 2023 -- Cocoa Beach 10k/Half Marathon
January 2024 -- Shark Bite Half Marathon
Other local and regional races throughout Central Florida

Print Media Placement

Smooth Running shall obtain placement in regional magazines, national publications and local newspapers including, but not limited to the media as listed below:

* Runner's World (July 2023 – February 2024) Cumulative circulation with pass-through of 6 million readers.

* Race Place Magazine -- (Full page ad in winter issue/
Circulation of 33,000)

No less than 6 paid eblasts to Race Place Magazine's
50,000 + list of runners.

Digital Placements:

* www.floridamarathon.com

* USA Track & Field website

* Facebook

(Florida Marathon, Cocoa Beach Half Marathon, USA
Beach Running Championships, Run Florida).

* Instagram (Smoothrunningorg)

* Marathon Maniacs & Half Fanatics (banner ads and
advertised Face Book buys) August 2023 – February 2024

* Orlando Runners Club (1,200 members) website and
newsletter ads

* Tampa Runner's monthly newsletter and website (Late
summer 2023 through February 2024)

* Track Shack newsletter ads and website

Event At A Glance

SAT – February 10th, 2024 Health + Fitness Expo 10:00am – 6:00pm – Packet Pick-Up
Marathon & 1/2 Marathon, 10K & 5K Location –

FRONT STREET PARK AUDITORIUM FOR GPS: 2205 Front Street, Melbourne FL 32901

SUN – February 11th, 2024 5:00am-6:00am(hard close) Packet Pickup for Full 5:00am-6:20am(hard close) Packet Pickup for Half 6:00am-6:50am(hard close) Packet Pickup for 5K & 10k **Avg. Race day Temp.** Typical race day temperatures range from upper 60s to the mid 80s **Course Profile** Very scenic and mostly flat with four bridge crossings for the full and two for the 1/2 marathon. 12 musical acts. 20 miles of flat straight away route for marathoners and 9 for half-marathoners. Potentially ideal running weather. 7 hour time limit for the marathon, and 5 hour time limit for the half marathon.

Start Times

**SUN: Marathon - 6:30am – Half
Marathon 7:00am - 5K + 10K *Times
May Change Closer To Event***

We are happy to announce that there will be pacers for the half marathon and marathon

Packet Pick-up Location: FRONT STREET CIVIC CENTER

For GPS: 2205 Front Street, Melbourne 32901

Saturday: 10am-6pm

Sunday: 5:00am to 6:45am (depending on your distance) Last call Full: 6AM Last call Half:
625AM Last call 5K + 10K: 640AM Questions? support@thefloridamarathon.com

2. (untitled)

1. Applicant Information-

What is the event title?

Beach 'n Boards Fest

3. (untitled)

2. Applicant Contact Information-

Organization Name

Beach 'n Boards Fest LLC

First Name

MITCH

Last Name

VARNES

Job Title

Event Director

Mailing Address

3850 South Banana River Blvd.

Apt/Suite/Office

n/a

City

Cocoa Beach

State

Florida

Zip

32931

Country

Email Address

mitchvarnes@gmail.com

Phone Number

3217597200

Mobile Phone

3217597200

Website URL

www.beachnboardsfest.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

5

4. Event Information-

Please indicate your desired first day of the event.....

03/06/2024

5. (untitled)

5. Please describe your event (type of sport, format, qualifying criteria, ages, etc).

We are the largest active lifestyle sporting event in the nation and the largest festival on the Space Coast. We feature the largest pro surfing (sanctioned by World Surf League) contests in Florida, a skateboard half pipe, wakeboarding demos, the largest high school girls beach volleyball tourney in the state, the largest kayak fishing tournament in the state, stand-up-paddleboard races, a one-mile swim race, a 5k run, beach yoga, foilboard races and more. Our target demo is families and youth ages 14 to 24. We are an alcohol and tobacco-free event. There is not another comparable annual event anywhere in the world.

6. (untitled)

6. Where is the location and name of the facility of your event?

Shepard Park & Other Areas of Cocoa Beach

7. Has your location, venue or facility been secured?

Yes

7. Estimated Event Attendance

8. Total Participants (competitors, coaches, trainers, officials, etc...)

How many total participants are expected to attend your event?

Out-of-State Participants : 300
Overnight In-State Participants : 500
Day Trip In-State Participants : 100

9. Total Spectators (fans, family, friends, etc...)

How many total spectators are expected to attend your event?

Out-of-State Spectators : 25000
Overnight In-State Spectators : 15000
Day Trip In-State Spectators : 10000

10. Total Media (Reporters, TV, News Outlets, etc...)

How many total Media are expected to attend your event?

Out-of-State Media : 5
Overnight In-State Media : 2
Day Trip In-State Media : 2

8. (untitled)

11. How much event grant support are you requesting?

20,000.00

12. What is the purpose of the financial support?

Site fees/costs (contract help, etc)
Non-monetary awards (medals, ribbons, plaques, etc)
Sanction fees

9. (untitled)

13. What is the projected total number of paid room nights for your event?

2000

14. Have you secured hotel and/or lodging partners?

No

Please provide the name(s) and locations of your hotel and/or lodging partners:

10. (untitled)

15. EVENT HISTORY (REQUIRED)

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

Beach_n_Boards_Fest_Historical_Room_Data_for_2024_TDC_tourism_application.docx

11. (untitled)

16. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?

If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.

Yes

12. (untitled)

17.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Mitch Varnes

13. (untitled)

18. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4)

documents to Terrence.Parks@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on March 15, 2023, no late arrivals will be accepted.

The below text box may be used to communicate anything that you need to tell us about your application.

Beach 'n Boards Fest showcases most all of the outside activities that make the Space Coast so special. We hold our event at the height of college Spring Break and market hard to out of area residents. This is the most unique festival in Florida, and it could not be done in many other places. This year, we had two rocket launches occur during our surfing contests. We believe our event should be fully funded at the \$20,000 grant level and that Beach 'n Boards Fest has more community and tourist value than some of the other events funded at a higher level. The support of the tourism office is paramount and much appreciated. Thank you.

14. (untitled)

19. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

Beach_n_Boards_Fest_2024_projected_costs_and_expenses.docx

Beach_n_Boards_Fest_Site_Plan.jpg

Beach_n_Boards_Fest_2024_Plan.docx

Beach_n_Boards_Fest_2024__ad_and_marketing_buys.docx

beach_n_boards_2023_tower_pic.JPG

beach_n_boards_2023_surf_winners_pic.jpg

beach_n_boards_fest_2023_crowd_pic.jpg

beach_n_boards_2023_wake_pic.jpg

beach_n_boards_2023_female_swim_winner_pic.jpg

beach_n_boards_2023_yoga_pic.jpg

15. Thank You!

New Send Email

Mar 13, 2023 20:30:02 Success: Email Sent to: mitchvarnes@gmail.com

2024 Beach 'n Boards Fest Projected Costs & Expenses:

***Costs are representative of 2023 event. Actual 2023 costs are uncertain.**

\$3,745 – Accounting

\$30,000 – Advertising

\$50,000 – Prize money

\$3,000 – Charitable donations for event operational support

\$8,800 – Staff, volunteers, athletes meals

\$14,800 – Event Insurance

\$32,000 – Permitting, City Costs, Police Support, Event Sanctioning & Licensing fees

\$14,200 – General Event Supplies, physical prizes, competition apparel and equipment, etc..

\$9,700 – Staging/Sound for Surf Tower

\$1,000 – Equipment maintenance

\$20,800 – Equipment Rentals (skateboard ramp, wakeboard tank, ATVs, Storage PODS, etc..)

\$30,000 – Staffing/Professional fees

\$16,400 – Hotel costs for staff, judges, referees, surfing officials

\$7,500 – Miscellaneous costs

\$241,945.00 -- Projected Costs

Projected Revenue Range: \$140,000 -- \$170,000

****This event has no gate and is dependent on sponsorships.**

Beach 'n Boards Fest Historical Data

Total out-of-county participants:

- 160 – professional surfing competitors over 5 days
 - 160 – kayak fishing competitors overnight
 - 80 – beach volleyball competitors + families over 3 days
 - 70 – skateboard competitors over 3 days
 - 80 – stand-up paddleboard competitors overnight
 - 50 – foil & kiteboard competitors over 2 days
 - 16 – wakeboard competitors over 3 days
 - 80 – out of county staff, volunteers, sponsors over 5 days
-

Total number of room nights

There is not a paid gate, but we conservatively estimate we have netted at least 2,000 room nights countywide EACH YEAR over the 5 day period of Beach 'n Boards Fest.

Allocating for shared rooms specifically from/among our out of area competitors, sponsors, volunteers and contractors, we can quantify approximately 1,100 room nights.

We average 40,000 + spectators over the course of our 5 day event.

The 2023 Event had more than 50,000 spectators.

The event has been held at Shepard Park and the riverfront areas of Cocoa Beach each year. We rent out more than 80% of all parking spaces and the park for our event. Beachfront activities extend outside both the north and south boundaries of the park.

Contact:

Mitch Varnes

mitchvarnes@gmail.com

321-759-7200

Several types of media are used to market Beach 'n Boards Fest; including:

- Billboards
- Banner-flying airplanes
- Digital and print college newspaper ads
- Target digital marketing via Face Book, Instagram, SnapChat and other social media.
- Geo Targeted ads in days before and during the event
- More than 100,000 marketing cards are also distributed throughout Central Florida months before the actual event.
- Ads in college newspapers both online and print – USF Oracle, University of Florida Independent Alligator, UCF

Ron Jon Beach 'N Boards Fest - 2020 Site Plan



Response ID:14 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Cocoa Beach Half Marathon

3. (untitled)

2. Applicant Contact Information-

Organization Name

Smooth Running, LLC

First Name

Mitch

Last Name

Varnes

Job Title

Principal

Mailing Address

660 Cinnamon Court, n/a

Apt/Suite/Office

n/a

City

Satellite Beach

State

FL

Zip

32937

Country

Email Address

mitchvarnes@gmail.com

Phone Number

3217597200

Mobile Phone

3217597200

Website URL

www.runcocoabeach.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

1

4. Event Information-

Please indicate your desired first day of the event.....

10/22/2023

5. (untitled)

5. Please describe your event (type of sport, format, qualifying criteria, ages, etc).

This is the 9th Annual Cocoa Beach Half Marathon, which is the largest participant distance running event held completely on the beachside of the Space Coast. The race attracts lots of out of towners and has an "Icons of the Space Coast" theme.

6. (untitled)

6. Where is the location and name of the facility of your event?

A1A , the beach and Lori Wilson Park

7. Has your location, venue or facility been secured?

Yes

7. Estimated Event Attendance

8. Total Participants (competitors, coaches, trainers, officials, etc...)

How many total participants are expected to attend your event?

Out-of-State Participants : 600

Overnight In-State Participants : 400

Day Trip In-State Participants : 500

9. Total Spectators (fans, family, friends, etc...)

How many total spectators are expected to attend your event?

Out-of-State Spectators : 1000

Overnight In-State Spectators : 400

Day Trip In-State Spectators : 500

10. Total Media (Reporters, TV, News Outlets, etc...)

How many total Media are expected to attend your event?

Out-of-State Media : 2

Overnight In-State Media : 2

Day Trip In-State Media : 2

8. (untitled)

11. How much event grant support are you requesting?

18,000

12. What is the purpose of the financial support?

Paid advertising and media buys outside of Brevard County

Site fees/costs (contract help, etc)

Non-monetary awards (medals, ribbons, plaques, etc)

9. (untitled)

13. What is the projected total number of paid room nights for your event?

1150

14. Have you secured hotel and/or lodging partners?

No

Please provide the name(s) and locations of your hotel and/or lodging partners:

10. (untitled)

15. EVENT HISTORY (REQUIRED)

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

Cocoa_Beach_Half_Marathon_5_year_history_for_2023_tourism_grant_application.docx

11. (untitled)

16. **As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?**

If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.

Yes

12. (untitled)

17.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Mitch Varnes

13. (untitled)

18. **SPECIAL MESSAGE:**

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Terrence.Parks@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4)

attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on March 15, 2023, no late arrivals will be accepted.

The below text box may be used to communicate anything that you need to tell us about your application.

This is the Signature Sporting Event of Cocoa Beach and draws significantly more out of towners than locals. Costs of the event production have gone up significantly since the pandemic. For example, road closure and barricade costs are up 120% since 2019, police costs are up over 30%, Shirt, medals and shipping costs are all up more than 25 percent in the past two years. The support of the Tourism Office is needed and has a significant impact on the success of the overall event.

14. (untitled)

19. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

cocoa_beach_half_2022_jeannie_on_course.jpg

Cocoa_Beach_Half_Map.jpg

cocoa_beach_10_course_map.png

Cocoa_Beach_half_plan_and_timeline_2023.docx

Cocoa_Beach_Half_Marathon_2023_Projected_Budget_for_Tourism_Grant_Application.docx

Cocoa_Beach_Half_Marathon_2023_marketing_and_strategy_plan_for_tourism_office.docx

cb_10k_2022_finish_line_1.jpg

15. Thank You!

New Send Email

Mar 13, 2023 18:25:07 Success: Email Sent to: mitchvarnes@gmail.com

2023 Cocoa Beach Half Marathon / 10k

PROPOSED BUDGET

\$10,000 – Advertising and Marketing

\$8,000 – Police support

\$5,000 – Buses to transport runners from finish line 9 miles north to starting line

\$13,000 – Barricades, Cones and traffic support

\$600 – Permits

\$1,000 – Sanctioning and insurance

\$6,000 – Food and course amenities

\$3,000 – On Course entertainment and emcees

\$14,000 – Shirts provided to entrants and volunteers

\$5,000 – Race hats provided to entrants

\$4,000 – New signage and banners

\$1,500 – Tents for course and finish line

\$400 – Chair and table rentals

\$800 – Light tower rentals

\$9,000 – finisher medals

\$3,500 – Awards

\$3,000 – Finish line structure and fencing rental, balloons, red carpet, etc.. for start and finish line.

\$6,000 – Timing fee

\$2,000 – Miscellaneous/Unexpected

\$95,800 Estimated Costs

Projected Revenues: \$80,000 - \$115,000.

****Dependent on entrants and sponsorships.**

9th Annual Cocoa Beach Half Marathon & 10k

October 22, 2023

- Previous location & dates:

This event has always been held in October and based in or adjacent to Lori Wilson Park and I Dream of Jeannie Lane. The race course utilizes A1A and portions of the beach.

- Reference name & contact information:

Mitch Varnes / Smooth Running, LLC mitchvarnes@gmail.com / 321-759-7200

Event Director

- Total Out of County Participants:

This event typically draws more than 65% of its field from out of this area.

Based on the past four years, this would amount to:

2018: 1,200 + out of area entrants

2019: 850 + out of area entrants

2020: 700 + out of area entrants

2021: 700 + out of area entrants

2022: 700 + out of area residents

- Total Number of Room Nights:

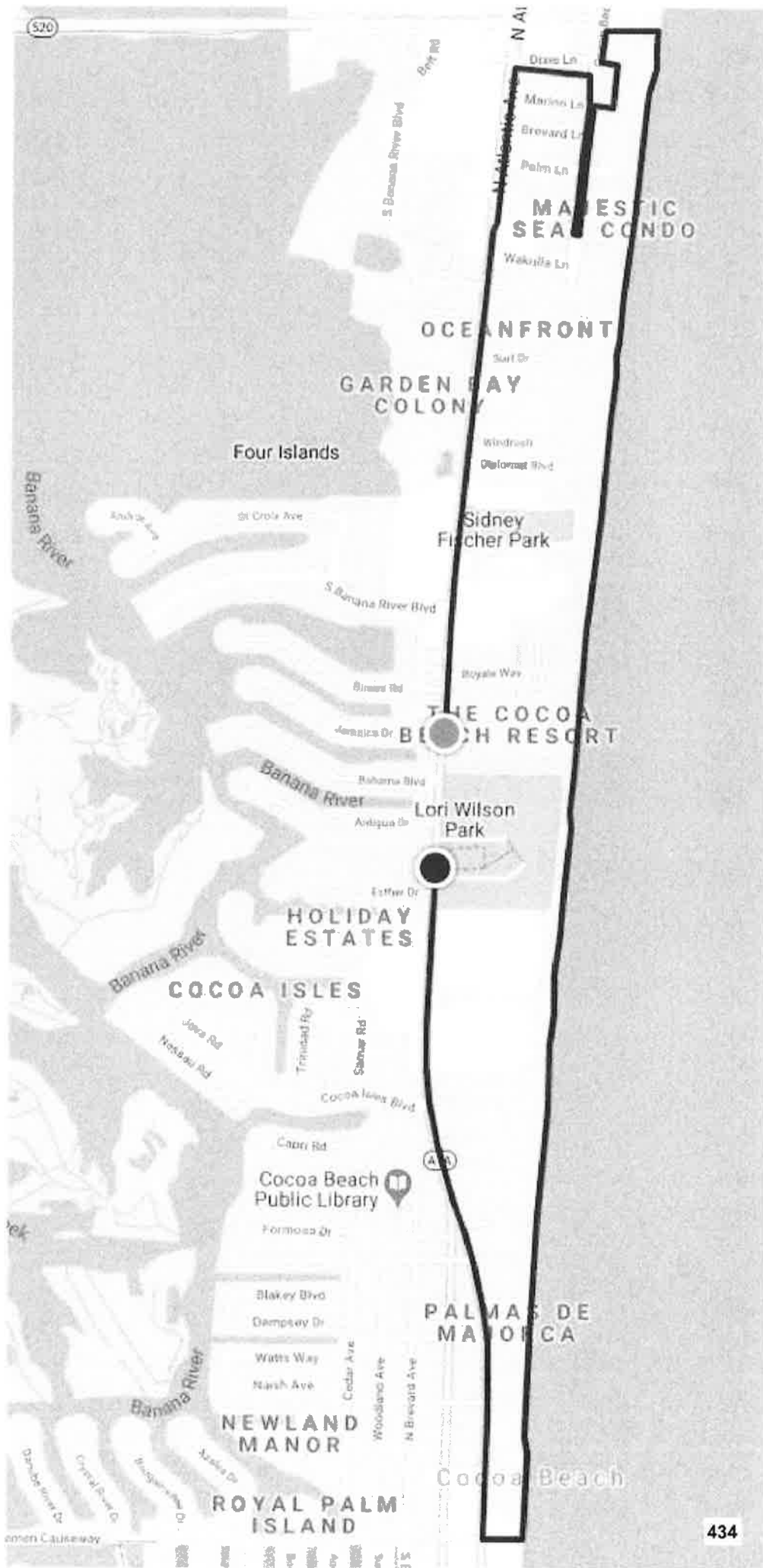
2018 – 1,400 room nights

2019 – 1,200 room nights

2020 – 1,350 room nights (fewer overall runners due to pandemic, but those who came to the race stayed more nights than usual).

2021 – 1,100 room nights

2022 – 1,083 room nights





FINISH

Relay Exchange Point

START



Easternmost Northbound lane of A1A closed for race route from Hangar's Beach. (PAFB to SR-520)

1. Start at Hangar's Beach opposite PAFB Runway
2. A1A North to Hernando Ln. (Block south of SR-520)
3. Turn East on Hernando Ln.
4. Turn South on Ocean Beach Blvd.
5. Follow Ocean Beach Blvd. South to its dead-end loop just past Wakulla
6. Follow Ocean Beach Blvd. back North to Marion Ln.
7. East on Marion to swing gate leading to Shepard Park
8. In Shepard Park, follow the loop through lot and to ramped walkway to beach
9. South 2.9 miles on hard packed sands to Minutemen Causeway
10. West off beach onto Minutemen by Coconuts and then turn North onto A1A
11. Follow A1A to South entrance of Lori Wilson Park
12. East on South entrance of Lori Wilson Park to finish on I Dream of Jeannie Lane



9th^h Annual Cocoa Beach Half Marathon & 10k

October 22, 2023

Objective:

The objective of this event is to continue to showcase Cocoa Beach, its beaches and the Space Coast to runners and their families visiting here from all parts of the USA and the world.

Goal:

Most regional races have yet to return to their pre-pandemic entry numbers. Nevertheless, we hope to draw at least 1,800 runners to the event, with more than 60% of them coming from outside of the Space Coast.

Strategy:

The event will be marketed toward novice and active runners, with an emphasis on those from outside of our area.

Our "Icons of the Space Coast" theme will this year will likely feature a beautiful finisher's medal of the Ron Jon Surf Shop building in Cocoa Beach. Last year's icon for the medal was NASA's Vehicle Assembly Building.

The event will be marketed via the following:

- Sponsored and targeted Face Book and Instagram ads to runners throughout the Southeastern United States, with a focus on runners from Atlanta southward.
- Paid eblasts via confirmed lists to hundreds of thousands of runners.
- Eblasts via our firm's qualified list of over 23,000 runners and walkers.
- Mailed distribution of more than 40,000 marketing cards to running stores and races throughout the U.S. East Coast.
- Paid ads with Runner's World Magazine (total circulation of more than 5 million digital and print).
- Discounted entries offered to members of national and regional running groups, including: MOMS Run This Town, Black Girls Run, Half Fanatics, Marathon Maniacs, Running Destinations, Run Tampa, New York Road Runners, Track Shack, Run Disney and more.
- Large signs marketing the event will also be strategically placed on major roadways on the Space Coast.

Targeting:

- Active runners throughout the Southeastern United States.
- Distance Runners (10k and greater)
- Families

Estimated media and advertising expenditure: \$10,000.00 to \$16,000.00.

9th Annual Cocoa Beach Half Marathon & 10k

Sunday, October 22, 2022

Activity Timeline:

- October 6, 2023 – Race notification to be bulk mailed to all residents along route.
- Saturday, October 21 – Entrant packet pick up 11 a.m. to 5 p.m. at Carib Brewery in Cape Canaveral.

Sunday, October 22

3:30 a.m. – Barricades and Cones set up along race route. Righthand lane of A1A north closed to vehicular traffic.

All American Barricades (Contact TBD on race week)

5 a.m. – Buses arrive on A1A to transport ½ marathon runners from area of Lori Wilson Park north to starting line at Hangar's Beach at Patrick Space Force Base.

NEED POLICE SUPPORT FOR BUS LOADING AS IN YEARS PAST.

5:30 a.m. – First buses depart for Hangar's Beach and continue shuttle service until 6:30 a.m.

6:55 a.m. – Half Marathon starts from Hangar's Beach

8 a.m. -- 10k start from area near Lori Wilson Park North

8:15 A.M. – FIRST Half Marathoners to cross finish line (estimated) on I Dream of Jeannie Lane

9:15-9:50 a.m. – Estimated awards time frame.

10:15 a.m. – Last runners through finish line

10:30 a.m. entirety of A1A opened to vehicular traffic.

1 p.m. – Race management operations done, site cleaned and site vacated.

Response ID:10 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Moon Golf Invitational

3. (untitled)

2. Applicant Contact Information-

Organization Name

University of Louisville Athletic Association

First Name

Whitney

Last Name

Young

Job Title

Head Women's Golf Coach

Mailing Address

1670 S. Floyd St.

Apt/Suite/Office

N/A

City

Louisville

State

KY

Zip

40208

Country

Email Address

whitney@gocards.com

Phone Number

270-779-7367

Mobile Phone

270-779-7367

Website URL

www.gocards.com

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

3

4. Event Information-

Please indicate your desired first day of the event.....

02/18/2024

5. (untitled)

5. Please describe your event (type of sport, format, qualifying criteria, ages, etc).

The Moon Golf Invitational is a three day, stroke play collegiate women's golf tournament. This event will have 15-17 Division 1 collegiate women's teams competing from all over the country.

6. (untitled)

6. Where is the location and name of the facility of your event?

Suntree Country Club in Melbourne, FL

7. Has your location, venue or facility been secured?

Yes

7. Estimated Event Attendance

8. Total Participants (competitors, coaches, trainers, officials, etc...)

How many total participants are expected to attend your event?

Out-of-State Participants : 125

Overnight In-State Participants : 30

Day Trip In-State Participants : 0

9. Total Spectators (fans, family, friends, etc...)

How many total spectators are expected to attend your event?

Out-of-State Spectators : 100

Overnight In-State Spectators : 30

Day Trip In-State Spectators : 50

10. Total Media (Reporters, TV, News Outlets, etc...)

How many total Media are expected to attend your event?

Out-of-State Media : 5

Overnight In-State Media : 3

Day Trip In-State Media : 2

8. (untitled)

11. How much event grant support are you requesting?

7,000

12. What is the purpose of the financial support?

Site fees/costs (contract help, etc)

9. (untitled)

13. What is the projected total number of paid room nights for your event?

430

14. Have you secured hotel and/or lodging partners?

Yes

15. Please provide the name(s) and locations of your hotel and/or lodging partners:

Home2Suites and Fairfield Inn and Suites in Melbourne, FL

10. (untitled)

16. EVENT HISTORY (REQUIRED)

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

Moon_Golf_Invitational_-_Event_History.docx

11. (untitled)

17. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?

If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.

Yes

12. (untitled)

18.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.



Signature of: Whitney Young

13. (untitled)

19. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Terrence.Parks@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4)

attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on March 15, 2023, no late arrivals will be accepted.

The below text box may be used to communicate anything that you need to tell us about your application.

14. (untitled)

20. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

SuntreeMap.png

2024MoonGolfInv.ScheduleofEvents.docx

2024MoonGolfBudget.pdf

MoonGolfMarketingPlan.docx

15. Thank You!

New Send Email

Mar 05, 2023 11:22:03 Success: Email Sent to: whitney@gocards.com

University of Louisville Women's Golf		
2024 Moon Golf Inviational		
Tournament Dates- 2/18/24-2/20/24		
	2024 Budget	2024 Final
Revenues	\$ 40,000.00	
Entry Fees	\$ 40,000.00	
Expenses	\$ 52,700.00	
Welcome Dinner	\$ 3,500.00	
Printing - Scorecards, Pamphlets	\$ 1,500.00	
Rules Officials	\$ 2,900.00	
New 2024 Signage around hole 1 and 10 and electronic scoreboard	\$ 7,000.00	
Site Fee (Green Fees for all rounds played)	\$ 20,000.00	
Player, coach & volunteer Food & Beverage for tournament rounds	\$ 15,000.00	
Tournament Expenses	\$ 2,000.00	
2024 Tropies	\$ 800.00	
FINAL	-\$12,700.00	

Moon Golf Invitational

2024 will be the 6th consecutive year we have hosted this collegiate women's golf event. As managing organization and University, it is a trip we look forward to along with all other teams competing. The number of teams, participants, out of county guests/hotel rooms, etc. have increased the last two years due to making it a three day event, however, we foresee similar projections for 2024. We have had great success in attendance & representation from all out of state (and in state) universities as February is a great time to escape weather from a lot of our out of state teams. Please see previous dates, locations and participants below.

2019- February 18-19 event dates at Duran Golf Club- 96 Participants – 300 Room Nights

2020- February 17-18 event dates at Duran Golf Club- 96 Participants- 300 Room Nights

2021- February 15-17 event dates at Duran Golf Club- 96 Participants- 350 Room Nights

2022- February 20-22 event dates at Suntree Country Club- 95 Participants- 375 Room Nights

2023- February 19-21 event dates at Suntree Country Club- 97 Participants- 420 Room Nights

2024 Moon Golf Invitational

Marketing Plan

- **On-Site Advertising & Promotional**
 - **Signage:** We will use a sign vendor to have onsite signage during the event week. The signage welcomes players, coaches, parents and spectators to the event at Suntree Country Club. Additional signage will also be located on the starting holes, 1 and 10 and will have all the team logos in addition to a few sponsor logos. Having prominent signage onsite, on the 1st and 10th tee boxes is important to create the atmosphere and aesthetics for a top notch event. ESTIMATED COST: \$3,000
 - **Digital Scoreboard:** We will have an onsite scoreboard that has scores and sponsor logos/names scrolling continuously throughout the event. Golfstat's live scoring of the event will show on the jumbo screen, allowing us to add a professional like experience for the amateur golfers and fans alike.
 - **Official Tournament Program:** Our tournament program will be the main distributed piece on-site during event week. In the program we will have space dedicated to all the teams, Moon Golf, Suntree Countr Club, and SpaceCoast Office of Tourism logos. Teams will use this program as a resource during their time in FL, so we hope to create a detailed (as budget allows) and functional program. In addition, the program will provide spectators and fans the opportunity to know more about teams, coaches, and golf course. ESTIMATED COST: \$500
 - **Official Tournament Apparel:** Depending on budget and available funds we hope to be able to outfit our volunteer staff with Moon Golf logo'd t-shirts, jackets, and/or hats for tournament week. ESTIMATED COST: \$2,500- \$3,500
- **Digital Advertising**
 - **Tournament Scoring Website:** We purchase a live scoring software called GolfStat, a preferred scoring partner, to 'score' our event during tournament week. The scoring link will be located on the main webpage which has thousands of views during fall/spring golf seasons. Our Tournament Logo and site information (i.e. Suntree Country Club, Melbourne FL) will be listed prominently on the main page and have it's own landing page that will be viewed consistently during the event week by teams, parents, fans of each university, and golf enthusiasts around the world. ESTIMATED COST: \$350
 - **GameKast Live Streaming:** A unique experience will be provided at the Moon Golf Invitational where fans from across the world will be able to view the event online. They set up cameras and tri pods around the course so people can 'tune

2024 Moon Golf Invitational

in' to watch from anywhere around the world. Advertising on this platform allows companies/business to have a larger outreach.

Schedule of Events

Friday, February 16

Teams arrive

Saturday, February 17

6:30 a.m. Breakfast at hotel
7:00 a.m. Range Opens
7:15 a.m. Tournament Registration begins
8:00 a.m. Practice Round
1:00 p.m. College-Am
No Coaches Meeting
5:30 p.m.-6:00 p.m. "Cookout" dinner at Suntree Country Club for all players & coaches after College-Am play.

Sunday, February 18

6:30 a.m. Breakfast at Suntree Country Club
7:00 a.m.- 5:00 p.m. Athletic Trainer available
7:00 a.m. Range Opens
8:30 a.m. First round begins (off #1 and #10)
11:00 a.m. Lunch boxes available
5:30 p.m. -7:00 p.m. Dinner on your own

Monday, February 19

6:00 a.m. Breakfast at Suntree Country Club
7:00 a.m.- 5:00 p.m. Athletic Trainer available
7:00 a.m. Range Opens
8:30 a.m. Second round begins (off #1 and #10)
11:00 a.m. Lunch boxes available
Dinner on your own

Tuesday, February 20

6:00 a.m. Breakfast at Suntree Country Club
6:30 a.m.-2:30 p.m. Athletic Trainer available on back patio of clubhouse
6:45 a.m. Range Opens
8:00 a.m. Final Round begins (off #1 and #10)
11:00 a.m. Lunch boxes available inside clubhouse
3:30 p.m. Awards following play

Moon Golf Invitational

Classic Course, Suntree C.C.

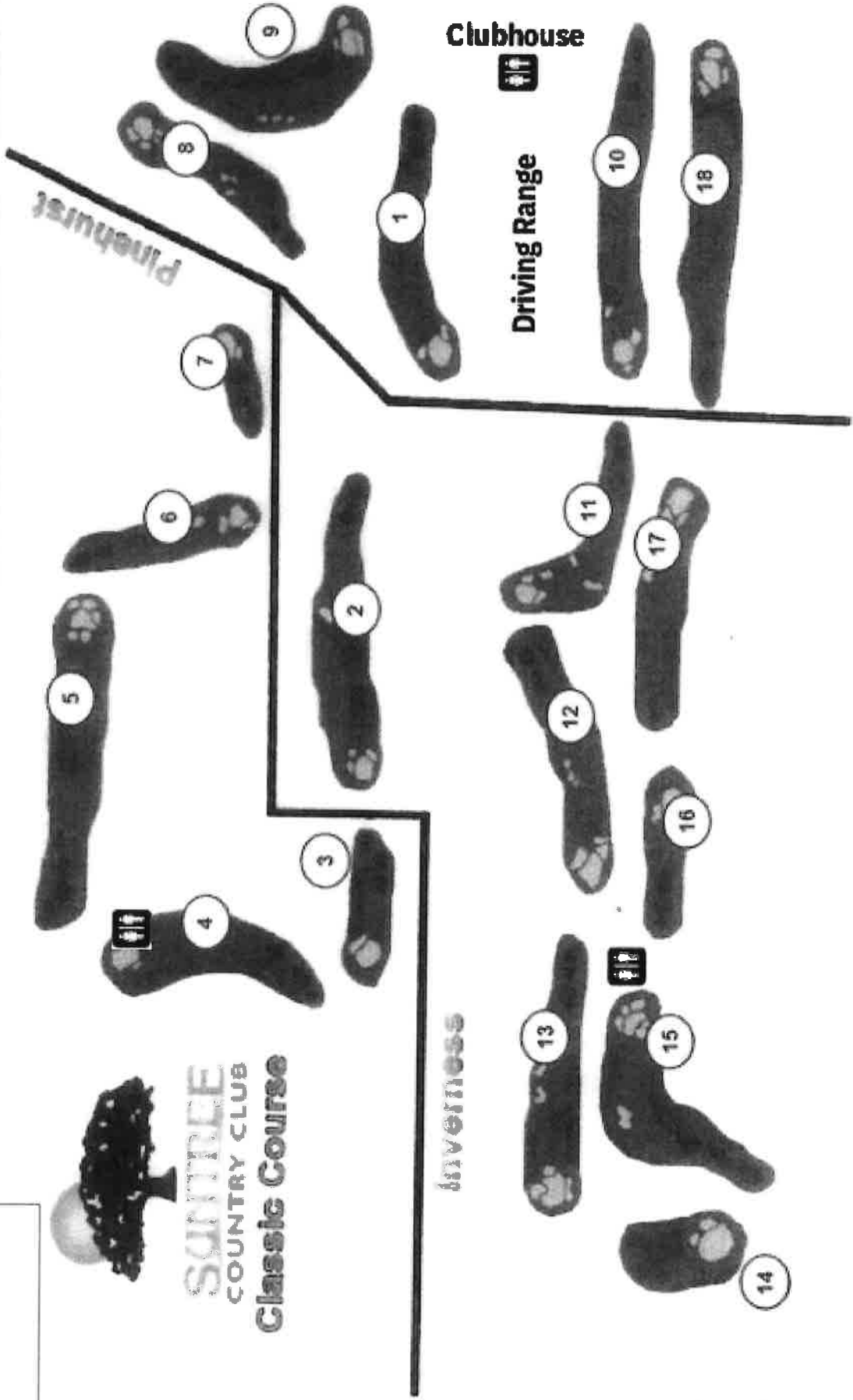
KEY:



Restroom



SUNTREE
COUNTRY CLUB
Classic Course



Response ID:6 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Softball Magazine's Spring Training

3. (untitled)

2. Applicant Contact Information-

Organization Name

Softball Magazine Inc

First Name

Gene

Last Name

Smith

Job Title

President

Mailing Address

398 Barton Blvd

Apt/Suite/Office

Office

City

Rockledge

State

FL

Zip

32955

Country

Email Address

gene.smith@softballmag.com

Phone Number

321-453-3711

Mobile Phone

321-432-4444

Website URL

<http://www.softballspringtraining.com/>

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

4

4. Event Information-

Please indicate your desired first day of the event.....

03/06/2024

5. (untitled)

5. Please describe your event (type of sport, format, qualifying criteria, ages, etc).

Softball Magazine's Adult Softball Spring Training is a or three days of solid softball were players improve their game, meet new friends and enjoy all the Space Coast has to offer!

6. (untitled)

6. Where is the location and name of the facility of your event?

Space Coast Sports Complex 5800 Stadium Parkway Melbourne FL 32940

7. Has your location, venue or facility been secured?

Yes

7. Estimated Event Attendance

8. Total Participants (competitors, coaches, trainers, officials, etc...)

How many total participants are expected to attend your event?

Out-of-State Participants : 175

Overnight In-State Participants : 40

Day Trip In-State Participants : 15

9. Total Spectators (fans, family, friends, etc...)

How many total spectators are expected to attend your event?

Out-of-State Spectators : 75

Overnight In-State Spectators : 20

Day Trip In-State Spectators : 10

10. Total Media (Reporters, TV, News Outlets, etc...)

How many total Media are expected to attend your event?

Out-of-State Media : 0

Overnight In-State Media : 0

Day Trip In-State Media : 0

8. (untitled)

11. How much event grant support are you requesting?

5000.00

12. What is the purpose of the financial support?

Site fees/costs (contract help, etc)

Marketing and public relations

Non-monetary awards (medals, ribbons, plaques, etc)

Promotions

9. (untitled)

13. What is the projected total number of paid room nights for your event?

550

14. Have you secured hotel and/or lodging partners?

No

Please provide the name(s) and locations of your hotel and/or lodging partners:

10. (untitled)

15. EVENT HISTORY (REQUIRED)

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

SST24_History.pdf

11. (untitled)

16. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?

If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.

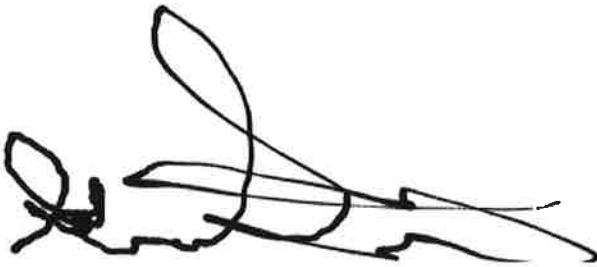
Yes

12. (untitled)

17.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.

A handwritten signature in black ink, appearing to read "Gene Smith", with a large, stylized flourish above the name.

Signature of: Gene Smith

13. (untitled)

18. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Terrence.Parks@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on March 15, 2023, no late arrivals will be accepted.

The below text box may be used to communicate anything that you need to tell us about your application.

Just a note that this event will be our 20th year and we already have manufactures and vendors that want to recognize it and make it a festive event. So we are staying conservative on our projections for 2024 but it could our largest event ever. We have already been asked by past attendees if we were planning anything because they would like to attend!

14. (untitled)

19. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

SST24_Event_Location.pdf

SST24_Event_Plan.pdf

SST24_Proposed_Event_Budget.pdf

SST24_Event_Marketing_Plan.pdf

15. Thank You!

New Send Email

Mar 04, 2023 20:21:37 Success: Email Sent to: gene.smith@softballmag.com



Spring Training 2024 budget:

Description:	Expense
Field Cost	\$4,000.00
Lunches & Drinks	\$6,000.00
Insurance	\$750.00
Sprg T-Shirts	\$1,200.00
Truck lease	\$250.00
Instructor Exp	\$500.00
Instructor Labor	\$2,000.00
Instructor Room	\$1,200.00
Staff Rooms	\$2,500.00
Copies	\$125.00
Truck Gas	\$150.00
Labor	\$5,000.00
Home Depot	\$200.00
Awards Hats & Visors	\$250.00
Dudley Award Balls	\$200.00
Tickets & Wrist Bands	\$125.00
Freight	\$650.00
Advertising	\$7,500.00
Cost	Totals \$32,600.00

Income:	
Entry Fees	\$56,000.00
County Spon	TBD
Apparel Sales	\$550.00
Income:	Totals \$56,550.00

Profit/Loss \$23,950.00

Event has no sponsorship or additional income.
 Revenues are from camp entries/registrations and apparel sales in our vendor booth.



EVENT PLAN

Brevard County – Board of County Commissioners
c/o Office of Tourism
150 Cocoa Isles Boulevard | Suite 401
Cocoa Beach, FL 32931

March 3, 2023

Re: Softball Magazine's 2024 Softball Magazine's Event Plan

Registration for the 2024 event will open early September but we continue to advertise and promote to our base leading up to the day registration opens. We actually turn the first day registration opens into a fun day of “Opening Day” winners. We do fun stuff and giveaways to the first person to register or the first coupe to sign up or the person traveling the furthest to spring training. We will continue to advertise and promote the 2024 events to our current base along with utilizing resources and partnerships within our industry and event partners to maximize the events exposure.

We have been and will continue to invest more resources in our digital platforms and ways of doing business. Today in our industry more players have been receiving their information on line then any other method.

Along with the digital ad placements of the event we link the story and photo gallery to Eblast sends to our base of 53k. The email sends start a on monthly schedule leading into bi-weekly sends as we get closer to the event .

We will continue to market the event through all of media sources including print, digital, email blast sends, social media, website marketing along with partnering with industry vendors to reach out to their base as well.

Spring Training 2024 Event Date:
March 6-9, 2024

Overall plan is to do what has been successful for both Softball Magazine and Brevard County for the past 26 years while introducing thousands a year to all the Space Coast has to offer.

SST'24
Gene Smith



EVENT HISTORY

Re: Softball Magazine's 2020 Softball Spring Training

Softball Magazine's 2020 Adult Softball Spring Training hosted in Viera, FL, March 4-7 & March 11-14, 2020.

Event Date: Wk#1 March 4-7 & Wk#2 March 11-14, 2020

Participants = Adult men & women from all over the nation.

Camp Participants = 300

Total Room Nights = 996 Room Nights

Brevard County's Space Coast Office of Tourism logos/marks on all promotional material, electronic media and print media related to the events.

Re: Softball Magazine's 2021 Softball Spring Training

Softball Magazine's 2021 Adult Softball Spring Training hosted in Viera, FL, March 10-13 & March 17-21, 2021.

Event Date: Wk#1 March 10-13 & Wk#2 March 17-21, 2021

Participants = Adult men & women from all over the nation.

Camp Participants = 150

Total Room Nights = 686 Room Nights

Brevard County's Space Coast Office of Tourism logos/marks on all promotional material, electronic media and print media related to the events.

Re: Softball Magazine's 2022 Softball Spring Training

Softball Magazine's 2022 Adult Softball Spring Training hosted in Viera, FL, March 16-19, 2022

Event Date: March 16-19, 2022

Participants = Adult men & women from all over the nation.

Camp Participants = 150

Total Room Nights = 595 Room Nights

Brevard County's Space Coast Office of Tourism logos/marks on all promotional material, electronic media and print media related to the events.



Brevard County – Board of County Commissioners
c/o Office of Tourism
150 Cocoa Isles Boulevard | Suite 401
Cocoa Beach, FL 32931

March 3, 2023

Re: Softball Magazine's 2024 Softball Spring Training Location

Location: Space Coast Complex
5800 Stadium Parkway
Melbourne, FL 32940





MARKETING PLAN

As Softball Magazine's Spring Training enters into its twentieth year of hosting men and women from all over the nation and world, we look to build on our already successful marketing plan. The promotion and media exposure for the event is year round. Since the event is one of the publications and industries premier events there is exposure from all of the supporting partners/vendors as well.

With each year softball participation grows, more players, more leagues, teams and so on. Our marketing plan is to reach these grassroots players at their level. Through their leagues, websites, sponsoring of their leagues along with offering package deals if they travel with a friend or more!

We are excited to see travel returning to "normal" and we hope to capitalize on it for both our event and for Brevard County.

Media Links:

www.softballspringtraining.com

www.softballmag.com

www.seniorsoftballcamp.com

<https://www.facebook.com/groups/SoftballMagazineCamps/>

<https://www.bluetoad.com/publication/?i=666047&ver=html5&p=16>

Response ID:4 Data

2. (untitled)

1. Applicant Information-

What is the event title?

Softball Magazine's Senior Softball Camp

3. (untitled)

2. Applicant Contact Information-

Organization Name

Softball Magazine Inc

First Name

Gene

Last Name

Smith

Job Title

President

Mailing Address

398 Barton Blvd

Apt/Suite/Office

Office

City

Rockledge

State

FL

Zip

32955

Country

Email Address

gene.smith@softballmag.com

Phone Number

321-453-3711

Mobile Phone

321-432-4444

Website URL

<http://www.seniorsoftballcamp.com/>

Website URL

4. (untitled)

3. Event Information-

How many days will your event be held?

4

4. Event Information-

Please indicate your desired first day of the event.....

11/13/2023

5. (untitled)

5. Please describe your event (type of sport, format, qualifying criteria, ages, etc).

Senior Softball Camp is three full days of softball drills, skills and fun for adult over 50 years of age that love to play softball and want to get better at doing it. Add in the beautiful Space Coast, the new friends they meet at camp and everyone has a great time.

6. (untitled)

6. Where is the location and name of the facility of your event?

Space Coast sport Complex 5800 Stadium Parkway melbourne FL 32940

7. Has your location, venue or facility been secured?

Yes

7. Estimated Event Attendance

8. Total Participants (competitors, coaches, trainers, officials, etc...)

How many total participants are expected to attend your event?

Out-of-State Participants : 150

Overnight In-State Participants : 20

Day Trip In-State Participants : 10

9. Total Spectators (fans, family, friends, etc...)

How many total spectators are expected to attend your event?

Out-of-State Spectators : 75

Overnight In-State Spectators : 20

Day Trip In-State Spectators : 10

10. Total Media (Reporters, TV, News Outlets, etc...)

How many total Media are expected to attend your event?

Out-of-State Media : 0

Overnight In-State Media : 0

Day Trip In-State Media : 0

8. (untitled)

11. How much event grant support are you requesting?

5000.00

12. What is the purpose of the financial support?

Site fees/costs (contract help, etc)

Marketing and public relations

Non-monetary awards (medals, ribbons, plaques, etc)

Promotions

9. (untitled)

13. What is the projected total number of paid room nights for your event?

450

14. Have you secured hotel and/or lodging partners?

No

Please provide the name(s) and locations of your hotel and/or lodging partners:

10. (untitled)

15. EVENT HISTORY (REQUIRED)

Tell us about your event history by providing the following in a Word or PDF document.

Please provide the following information on your three most recent events regardless of location. Please create and upload a document with the following information:

Previous location & dates

Reference name & contact information

Total out-of-county participates

Total number of room nights

11. (untitled)

16. As the event organizer, have you secured liability insurance for your event with a minimum of \$1,000,000 in liability coverage? If not, do you agree to secure this coverage naming Brevard County Board of County Commissioners, its officers, and employees as additional insureds?

If awarded, grantees are REQUIRED to provide a certificate of insurance no less than 30 days prior to the start of the event.

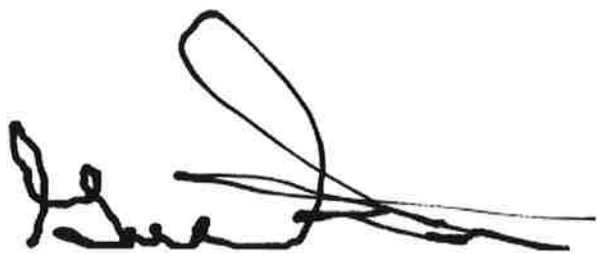
Yes

12. (untitled)

17.

ATTESTATION

I attest that I have full authority to execute this grant request and that all information in the grant application is true and correct. I further attest that I have read and understand the grant guidelines and will comply with the requirements of the grant and contract, if awarded.

A handwritten signature in black ink, appearing to read 'Gene Smith', with a large, stylized flourish extending from the end of the signature.

Signature of: Gene Smith

13. (untitled)

18. SPECIAL MESSAGE:

You have now completed all of the application questions. The next slide is the space for you to upload the required (4) attachments which includes your event location map, event plan/timeline/schedule, event budget and event marketing plan in order to complete the application package.

If you are not able to upload the required (4) attachments please email your (4) documents to Terrence.Parks@VisitSpaceCoast.com.

It is mandatory that all applications are completed online and the required (4) attachments are submitted by uploading with the application or delivered to the Tourism Development Office by 5pm on March 15, 2023, no late arrivals will be accepted.

The below text box may be used to communicate anything that you need to tell us about your application.

14. (untitled)

19. Required Attachments:

Please label each with appropriate attachment number.

Label as Attachment (1) - Event Location Map

Label as Attachment (2) - Event Plan, Timeline or Schedule

Label as Attachment (3) - Event Budget

Label as Attachment (4) - Event Marketing Plan

SSC23_Event_Location.pdf

SSC23_Event_Plan.pdf

SSC23_Proposed_Event_Budget.pdf

SSC23_Event_Marketing_Plan.pdf

15. Thank You!

New Send Email

Mar 04, 2023 16:31:05 Success: Email Sent to: gene.smith@softballmag.com



Senior Softball Camp 2023 budget:

Description:	Expense
Field Cost	\$4,000.00
Lunches & Drinks	\$6,000.00
Insurance	\$750.00
Sprg T-Shirts	\$1,200.00
Truck lease	\$250.00
Instructor Exp	\$500.00
Instructor Labor	\$2,000.00
Instructor Room	\$1,200.00
Staff Rooms	\$1,900.00
Copies	\$125.00
Truck Gas	\$150.00
Labor	\$5,000.00
Home Depot	\$200.00
Awards Hats & Visors	\$250.00
Dudley Award Balls	\$200.00
Tickets & Wrist Bands	\$125.00
Freight	\$500.00
Advertising	\$5,000.00
Cost	Totals \$29,350.00

Income:		
Entry Fees		\$46,800.00
County Spon		TBD
Apparel Sales		\$350.00
Income:	Totals	\$47,150.00
Profit/Loss		\$17,800.00

Event has no sponsorship or additional income.
Revenues are from camp entries/registrations and apparel sales in our vendor booth.



EVENT PLAN

Brevard County – Board of County Commissioners
c/o Office of Tourism
150 Cocoa Isles Boulevard | Suite 401
Cocoa Beach, FL 32931

March 3, 2023

Re: Softball Magazine's 2023 Senior Senior Softball Camp Event Plan

We start promoting the event as soon as the prior years events wrap up. So since last November (2022) we have been advertising and promoting the 2023 event through our social media outlets, websites and all other avenues of media available to us.

We have been and will continue to invest more resources in our digital platforms and ways of doing business. Today in our industry more players have been receiving their information on line then any other method.

Along with the digital ad placements of the event we link the story and photo gallery to Eblast sends to our base of 53k. The email sends start a on monthly schedule leading into bi-weekly sends as we get closer to the event .

We will continue to market the event through all of media sources including print, digital, email blast sends, social media, website marketing along with partnering with industry vendors to reach out to their base as well.

This years event date is November 13-16, 2023

Overall plan is to do what has been successful for both Softball Magazine and Brevard County for the past 26 years while introducing thousands a year to all the Space Coast has to offer.

SSC'23
Gene Smith



Brevard County – Board of County Commissioners
c/o Office of Tourism
150 Cocoa Isles Boulevard | Suite 401
Cocoa Beach, FL 32931

March 4, 2023

**Re: Softball Magazine's Senior Senior Softball Camp Event History:
2020**

Softball Magazine's 2020 Adult Softball Senior Camp hosted in Viera, FL,
November 19-21, 2020.

The event was open to adult men and women of ages 50 and older who
play softball and are looking to improve their softball skills and enjoy a week away in
beautiful Brevard County, Florida.

Event Facts:

Event Date: Novemebr 19-21, 2020

Participants = Adult men & women from all over the nation.

Camp Participants = 60

Total Room Nights = 229 Room Nights

2021

Softball Magazine's 2021 Adult Softball Senior Camp hosted in Viera, FL,
November 16-19, 2021

The event was open to adult men and women of ages 50 and older who
play softball and are looking to improve their softball skills and enjoy a week away in
beautiful Brevard County, Florida.

Event Facts:

Event Date: Novemebr 16-19, 2021

Participants = Adult men & women from all over the nation.

Camp Participants = 130

Total Room Nights = 458 Room Nights

2022

Softball Magazine's 2022 Adult Softball Senior Camp hosted in Viera, FL,
November 15-18, 2022

The event was open to adult men and women of ages 50 and older who
play softball and are looking to improve their softball skills and enjoy a week away in
beautiful Brevard County, Florida.

Event Facts:

Event Date: Novemebr 15-18, 2022

Participants = Adult men & women from all over the nation.

Camp Participants = 125

Total Room Nights = 422 Room Nights



Brevard County – Board of County Commissioners
c/o Office of Tourism
150 Cocoa Isles Boulevard | Suite 401
Cocoa Beach, FL 32931

March 3, 2023

Re: Softball Magazine's 2023 Senior Senior Softball Camp Location

Location: Space Coast Complex
5800 Stadium Parkway
Melbourne, FL 32940





MARKETING PLAN

Media Exposure Summary:

As Softball Magazine's Senior Softball Camp enters into its ninth year of hosting senior men and women from all over the nation and world, we look to build on our already successful marketing plan. The promotion and media exposure for the event is year round. Since the event is one of the publications and industries premier events there is exposure from all of the supporting partners/vendors as well.

With each year the number of senior softball participation grows, more players, more leagues, teams and so on. Our marketing plan is to reach these grassroots players at their level. Through their leagues, websites, sponsoring of their leagues along with offering package deals if they travel with a friend or more!

We are excited to see travel returning to "normal" and we hope to capitalize on it for both our event and for Brevard County.

Media Links:

www.softballspringtraining.com

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<https://www.facebook.com/groups/SoftballMagazineCamps/>

<https://www.bluetoad.com/publication/?i=666047&ver=html5&p=16>